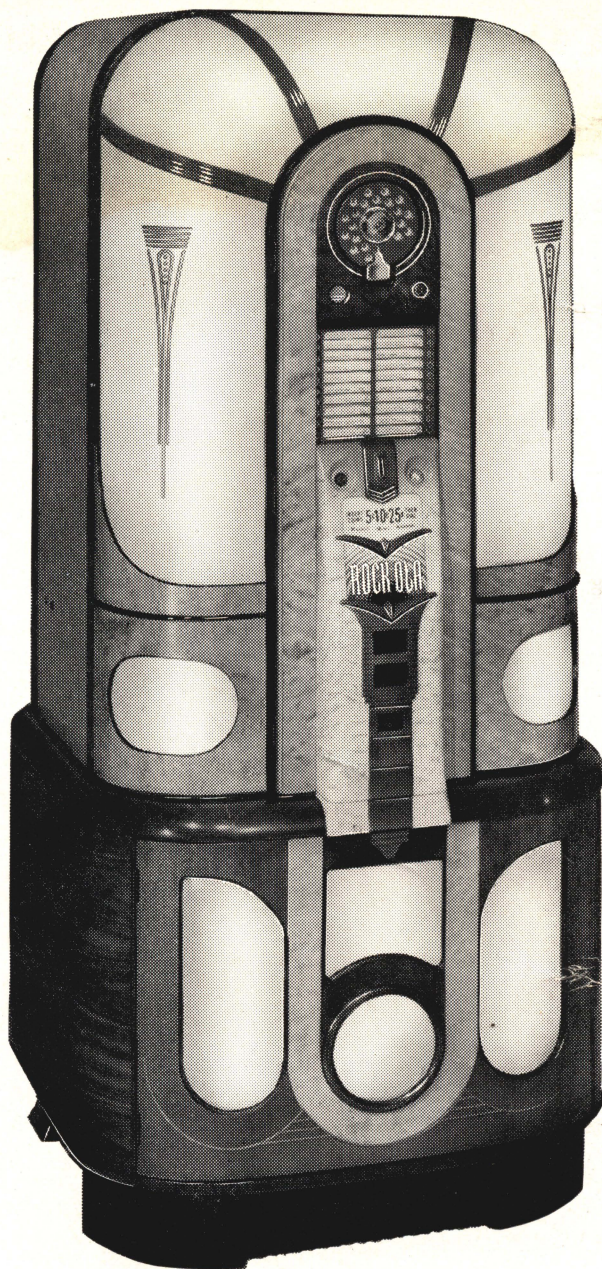




The COIN MACHINE REVIEW

NOVEMBER, 1942

ATTENTION OPERATORS



\$591.25

F.O.B. CHICAGO

EXCLUSIVE ROCK-OLA DISTRIBUTOR FOR SOUTHERN CALIFORNIA AND NEVADA

Jean J. Minthorne

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Here Is the Chance of a Lifetime
for Enterprising Music Men. We
will take in trade any used

ROCK-OLA, SEEBURG OR WURLITZER PHONOGRAPH [1935-1940]

or

MECHANISM [1935-1938]

**ON THE NEW ROCK-OLA
COMMANDO**

(ILLUSTRATED HEREWITH)

We are making the following trade-in allowances on
Used Rock-Ola, Seeburg and Wurlitzer phonographs or
mechanisms, as designated above, towards the pur-
chase of a brand new Rock-Ola COMMANDO:

1935 models	\$150.00
1936 models	175.00
1937 models	200.00
1938 models	225.00
1939 models	275.00
1940 models	325.00

**ONLY 43 COMMANDOS ARE IN
STOCK . . . SO ACT TODAY!
YOUR USED MACHINE MAY BE
USED AS A DOWN PAYMENT, AND
LIBERAL TERMS ARE AVAILABLE**

The 113th Consecutive Monthly Issue of the Coin Machine Review

NOVEMBER, 1942

The COIN MACHINE REVIEW for November, 1942, Vol. 10, No. 5. Published monthly at 1115 Venice Blvd., Los Angeles, Calif. Fitzroy 8269. Paul W. Blackford, editor and publisher. NEW YORK OFFICE: Ralph P. Mulligan, 441 Lexington Ave., Murray Hill 2-5589. CHICAGO OFFICE: C. J. Anderson, 35 East Wacker Drive, CENTRAL 1112. PORTLAND, Ore., OFFICE: J. A. Converse, 1007 Terminal Sales Bldg., ATwater 2111. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. SUBSCRIPTION RATES: \$1.00 per year or \$2.00 for 3 years. 25c per copy.



Judge Gives Game Away

LOS ANGELES—Municipal Court Judge Galbraith gave a most unusual decision here in the case of Bogenberger vs. Marriott on November 4th when he ruled that a \$335.00 balance due the plaintiff on a Keeney Submarine Gun need not be paid for the machine was illegal to operate in the city.

Marriott purchased the machine from Bogenberger under a contract calling for a down payment of \$25.00 and payments of \$5.00 a week. A clause specified that the machine was not to be removed from Marriott's residence without the consent of the seller. In violation of the contract Marriott placed the machine on location in San Pedro. It was immediately confiscated by the police and Marriott refused to make additional payments.

In finding for the defendant Judge Galbraith held that the machine was illegal and therefore the defendant was not obligated to pay the plaintiff the balance of \$335.00.

On the Cover . . .

As the most requested cover, we are happy to offer this interesting subject again to REVIEW readers. When this first appeared in November, 1940, we said the fair model was gunning for turkey. To bring it up to date, let us say she is gunning for Japs, Nazis, and what have you.

1942 Federal Tax Law Passed

WASHINGTON, D. C.—The huge new tax bill, which includes amendments affecting the Coin Machine Industry, has passed both houses of Congress, been signed by the President and become part of the law. Practically every type of equipment, exclusive of penny and nickel merchandising machines not embodying amusement or gaming features of any kinds, are taxed under the new law and adopted amendments.

The following section of the Revenue bill contains the amendments pertaining to the federal excise tax on coin-operated devices. The new section is a part of and amends the 1941 statute by making several changes:

SEC. 617. COIN-OPERATED AMUSEMENT AND GAMING DEVICES

(a) INCREASE IN RATE ON GAMBLING DEVICES—Section 3267 (a) (2) and (3) (relating to rate of tax on gambling devices) is amended by striking out "\$50" and inserting in lieu thereof "\$100."

(b) DEFINITION—Section 3267 (b) is amended to read as follows:

"(b) DEFINITION—As used in this part, the term, 'coin-operated amusement and gaming devices' means (1) any amusement or music machine operated by means of the insertion of a coin, token, or similar object, and (2) so-called 'slot' machines which operate by means of insertion of a coin, token or similar object and which, by application of the element of chance, may deliver, or entitle the person playing or operating the machine to receive, cash, premium, merchandise, or tokens. The term does not include bona fide vending machines in which are not incorporated gaming or amusement features. For the purposes of this section, a vending machine operated by means of the insertion of a 1-cent coin, which, when it dispenses a prize, never dispenses a prize of a retail value of, or entitles a person to receive a prize of a retail value of, more than 5 cents, and if the only prize dispensed is merchandise and not cash or tokens shall be classified under clause (1) and not under clause (2)."

(c) EFFECTIVE DATE OF AMENDMENTS—The amendments made by this section shall be first applicable as follows:

(1) In the case of machines the rate of tax on which is increased, to the year beginning July 1, 1943.

(2) In the case of machines not subject to tax prior to such amendments no tax shall be payable with respect to any period before the effective date of this title.

(3) In the case of machines if the limitation on the amount of the prize dispensed is 5 cents, to the year beginning July 1, 1942.

For the purpose of clarifying the various types of equipment and the tax applicable to each, THE REVIEW presents the following breakdown of classifications:

CONSOLES: Annual tax \$50.00 per year until July 1, 1943; thereafter \$100.00 per year. All types of consoles having a payout or gaming features are included.

DIGGERS: Annual tax of \$100.00 per year. **TURN PAGE**

Important Notice

For the duration of the War the Los Angeles offices of THE REVIEW will be open from 1 p. m. to 4:30 p. m. only each day. Switchboard service will be from 10 a. m. to 4:30 p. m. and the offices will continue to close all day Saturday.

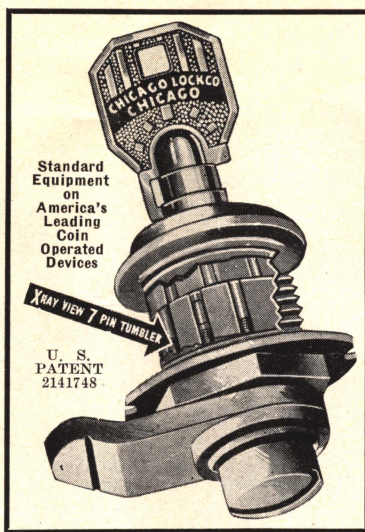
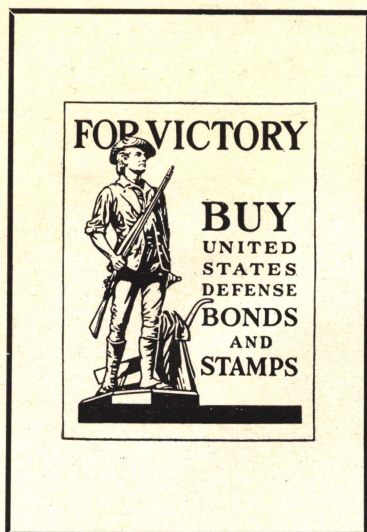
**THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST TEN YEARS!!
NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!**

COIN
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3

FOR
NOVEMBER
1942

Both Insure VICTORY

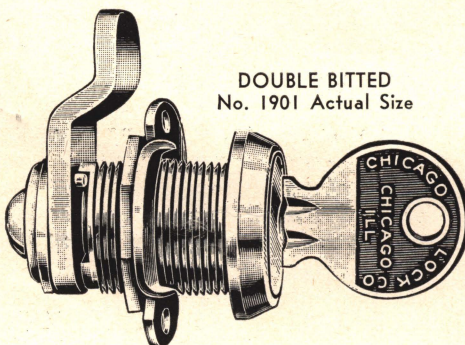


Invest in Both NOW!

For real victory against "Japism" and "Nazism" invest in U. S. War Bonds and Stamps—Today—NOW! Yes... and for...

Real Protection Against Cash Box Sabotage Install the Famous Chicago "ACE" LOCK

... for new replacements or new equipment... Ace Locks, Single Bitted Locks, Double Bitted Locks, Padlocks, too... Also manufacturers of Cylinder Key Operated Switch Locks for Airplanes and Burglar Alarms... and remember — ALL CHICAGO Locks insure — "UTMOST SECURITY".



CHICAGO LOCK CO. 2024 N. RACINE AVE., DEPT. 9-B, CHICAGO, ILL.

year to become effective July 1, 1943.
GAMING DEVICES: Annual tax \$50.00 per year until July 1, 1943; thereafter \$100.00 per year. This classification includes all types of gaming devices such as slot machines, consoles, counter machines, free-play games on which plays are redeemed, and all types of machines with gaming features.

PHONOGRAPHS: Annual tax of \$10.00 per year. New tax is effective November 1st and must be paid on a pro rata basis before December 1st for the period from November 1, 1942, to June 30, 1943. Thereafter \$10.00 per year.

PINBALL GAMES: Straight novelty and free-play games where free plays are not redeemed are taxable at \$10.00. If free-play are redeemed in cash, or prizes and premiums used in any manner, the tax

is \$50.00 per year to July 1, 1943, and thereafter \$100.00 per year.

PENNY COUNTER MACHINES: Annual tax of \$50.00 per year advance to \$100.00 per year on July 1, 1943.

Even though the tax bill has become a law, various groups in the Industry are continuing their efforts to secure certain reliefs for various types of equipment on which it is held the tax is excessive. A move has been made to have pin and marble games classified as Trade Stimulators and as such subject only to the \$10.00 tax per year. Progress made in this direction has been successful thus far and it is hoped that a definite classification of this type might be obtained before the \$100.00 tax takes hold on July 1, 1943. Although the matter is now out of the hands of Congress the Bureau of Internal Revenue is charged

with interpreting the brackets into which the various types of equipment fall and it is hoped that, working through the Bureau, the \$10.00 tax will be obtained for marble tables.

Monarch Games Praised

CHICAGO.—Al Stern, Monarch Coin Machine Co. official, reports the receipt of an interesting communication from an over-seas customer.

"The letter was forwarded to us via clipper some weeks ago," Stern said, "and it is of special interest for several reasons. It indicates that in spite of our customer's operation under difficulties during time of war, his coin operated equipment plays a big part in helping to keep up morale. But what was of most direct interest to Monarch was the writer's comment on the condition of the games we shipped to him. You can imagine how satisfying it was to read statements that said: 'Having ordered used machines, I didn't expect that the machines would be so good. I was truly startled at the fine appearance... we really owe the fine condition of the shipment to your excellent packing and crating.' The writer ended his letter to us by advising that an order for additional machines would probably be forwarded soon."

Declares Stern, "Praise of this nature is frequent, but none-the-less welcome for its repetition by not only our distant customers but from those within the limits of the country itself. The quality of our games is not accidental but results from a well-planned and strictly adhered-to policy of giving coin men equipment upon which they can depend in every respect."

Bowman Joins Guardian

CHICAGO—Cliff Bowman, formerly with the Rock-Ola Mfg. Corp. and more recently advertising sales manager for *Music and Rhythm* has joined the Guardian Electric Mfg. Co., purveyors to the Coin Machine Industry.

Bowman takes over the advertising duties previously handled by F. F. Rowell, Jr., vice-president.

* * *

A man is always looking for home comforts in a hotel, and hotel service around the house.

STOP! I WANT TO BUY:

10

ABT RIFLE RANGES

Sky Fighters
Drive Mobiles
Rapid Fires
Defenders
Chicken Sams
Ace Bombers
Super Bombers
K. O. Fighters
Texas Leagues
Late Model Card Vendors
Kirk Night Bombers
Western Baseballs
Keeney Air Raiders
AND

All other kinds of legal arcade equipment

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Send your list, giving quantity and price wanted

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FOR
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1942

Prepare Now for Tax

LOS ANGELES—Millions of individuals will be called upon early next year to pay income taxes for the first time. Present taxpayers may find their taxes two to four times the amount they paid this year. Few people appreciate how heavy a tax burden has been placed upon the average family budget.

The new war-time rates recently enacted by Congress apply to all of 1942. At least 19c out of every dollar of taxable income received this year will be taken by normal and surtaxes. Surtaxes rise steeply as income increases. Generally speaking, taxable income is all income over the \$500 exemption allowed single persons, or the \$1,200 exemption of married couples and heads of families, plus certain deductions and a credit of \$350 for each dependent.

Beginning January 1st, an additional "Victory tax" of 5 percent will go into effect. Wage and salary earners will have it deducted from their pay checks. It applies to all income over \$624 a year plus certain specified deductions. Part of the Victory tax is to be returned after the war, unless the taxpayer chooses to use this post-war credit currently in the purchase of government bonds, payments of life insurance premiums, or retiring indebtedness.

With taxes of this magnitude and complexity, it is imperative that individuals keep records which will enable them to prepare returns and take advantage of all deductions and credits permitted by law. For example, under a new amendment, it is possible to deduct state sales taxes and probably gasoline taxes. Again, medical expenses in excess of 5 percent of net income are deductible up to a fixed amount. All existing deductions for contributions, interest payments, etc., continue in effect. Inability, however, of the taxpayer to produce records supporting claims for deductions may result in heavy taxes which otherwise would not be due.

The accompanying table indicates the approximate taxes payable on incomes of various sizes for this year.

Federal Income and Victory Taxes Payable in 1943¹

Gross Income (All earned)	Normal and Surtax on 1942 Income ²	Victory Tax on 1943 Income ³	Total Tax in 1943	Post-war Refund ⁴
SINGLE PERSON				
\$ 1,200	\$ 103.72	\$ 28.80	\$ 132.52	\$ 7.20
1,500	153.40	43.80	197.20	10.95
2,000	236.20	68.80	305.00	17.20
2,500	319.00	93.80	412.80	23.45
3,000	407.80	118.80	526.60	29.70
5,000	793.00	218.80	1,011.80	54.70
10,000	2,056.00	468.80	2,524.80	117.20
15,000	3,719.00	718.80	4,437.80	179.70
20,000	5,791.00	968.80	6,759.80	242.20
50,000	22,361.00	2,468.80	24,829.80	500.00
MARRIED COUPLE—NO DEPENDENTS (Separate returns of community property income)				
\$ 1,200	\$ 20.40	\$ 28.80	\$ 49.20	\$ 11.52
1,500	30.60	43.80	74.40	17.52
2,000	103.20	68.80	172.00	27.52
2,500	186.00	93.80	279.80	37.52
3,000	268.80	118.80	387.60	47.52
5,000	600.00*	218.80	818.80*	87.52
10,000	1,542.00*	468.80	2,010.80*	187.52
15,000	2,689.00*	718.80	3,407.80*	287.52
20,000	4,044.00*	968.80	5,012.80*	387.52
50,000	16,242.00*	2,468.80	18,710.80*	987.52

(* Tax is higher if single, joint return is used.)

¹Victory tax deducted from wages and salaries during year; this tax due on other income at end of year like present income taxes.

²After allowing estimated deductions of 10% of gross.

³If husband and wife both employed payroll deductions would apply to each, thereby doubling exemption and lowering tax. Separate community property returns may produce same ultimate result.

⁴May be used currently to buy U. S. Bonds, pay debt, or purchase insurance up to following limits: the lower amount of 25% or \$500 in case of single individual, 40% or \$1,000 in case of married person, and 2% or \$100 per dependent.

Londoner Tells of Games

CHICAGO.—The practicability of keeping marble table equipment in good condition for the duration of the war is strongly pointed out in a communication received by the United Manufacturing Co. from the Scott Supply Co., London, in mid-October.

Wrote Dick Scott: "The market in America will, no doubt, have a similar experience to what we had over here on the outbreak of war—nobody knew what the value of machines was likely to be and there was rather a slump in prices, but since that time all machines have rapidly increased in price and the demand far exceeds the supply. This is the natural result of the fact that no new machines can be imported, and of course, we cannot make any here owing to the restrictions on materials. You will do doubt remember the old *Chief* machine. At one time we were doing our best to get rid of them brand new at £12.10.0 and now they are fetching £30! If I were in business in America I should certainly buy all the used equipment I could get hold of as I feel sure that this will double itself in value in a very short time."

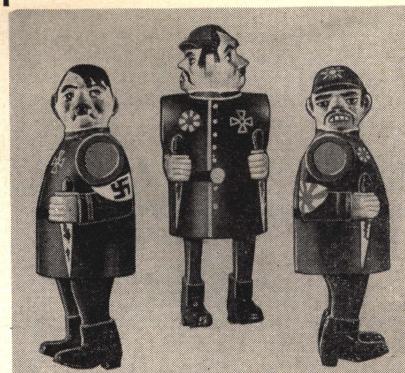
United points out that many operators are heeding the words of wisdom contained in the above communication and are purchasing used equipment and having it refurbished for future operating. United is enjoying a brisk business and serving operators, jobbers and distributors in all parts of the country with refurbished games that are equal in every respect to brand new factory-build equipment.

Cig. Output Rises

WASHINGTON.—Cigarette production in the United States set a new record in September when, for the fourth consecutive month, production passed the 10,000,000,000 mark. This was the 22nd consecutive month to show an increase over the corresponding month of the previous year.

September output totaled 21,798,447,820, against 18,760,571,160 for the like month of last year. Production for the month was greater than for any full year prior to 1917.

WARNING
TRY THE BEST
THE SIAMESE RATS
NOW \$12.50
OUR LARGE VOLUME
MAKES PRICE REDUCTION
POSSIBLE—FORMERLY \$15.00



Left Side View Front View Right Side View

The Latest Creation
**CHICKEN SAM
OPERATORS**

"HIT THE SIAMESE RATS"
HITLER AND THE JAP
PLAYERS STAND IN LINE TO
SHOOT AT THIS FREAK FIGURE

A new wooden fiber figure and wooden legs Figure reverses showing Hitler on one side and a Jap on the other. New scenery and streamer in 16 colors furnished with each unit. All units thoroughly checked for easy installation.

\$12.50 For complete unit, F.O.B. San Antonio. Terms: 50% with order—payment in full saves C.O.D. fee.

\$7.50 EACH FOR FIGURE AND LEGS ONLY.

STRAIGHT JAP CONVERSIONS FOR

**BALLY SHOOT THE BULL
BALLY RAPID FIRE**

\$12.50 each with new scenery.

Bona fide distributors write.

Manufactured exclusively by

Harold W. Thompson

(SEEBURG DISTRIBUTOR)

415 Carolina St., San Antonio, Texas.

COIN
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FOR
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1942

CHRISTMAS SEALS



... Protect Your Home
from Tuberculosis

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Cig. Tax Clarified

LOS ANGELES.—Details of the new Federal tax on cigarettes and cigars which went into effect on November 1, 1942, are related herewith by Collector of Internal Revenue Nat Rogan. Every dealer in cigarettes or cigars should have taken an inventory at the close of business on October 31, 1942, of all cigarettes or cigars on hand. A floor tax is imposed on the dealer in accordance with the amount of stock set forth in the inventory.

Small cigarettes, the usual commercial packages, are now taxed at \$3.50 per thousand as against the old rate of \$3.25 per thousand. Thus, each package of twenty cigarettes calls for an additional tax of one-half cent and each package of ten cigarettes for an additional tax of one-quarter cent. Large cigarettes which can be cut into smaller ones have an additional tax of sixty cents per thousand imposed upon them.

The new tax on large cigars, which means all cigars weighing three pounds or more per thousand, varies according to the sales price. The increases are as follows:

Sales price not more than 2½¢ each, increase 50¢ per thousand.

Sales price more than 2½¢ but not more than 4¢ increase \$1.00 per thousand.

Sales price more than 4¢ but not more than 5¢ each increase \$2.00 per thousand.

Sales price more than 5¢ but not more than 6¢ each increase \$1.00 per thousand.

Sales price more than 6¢ but not more than 8¢ each increase \$4.00 per thousand.

Sales price more than 8¢ but not more than 15¢ each increase \$5.00 per thousand.

Sales price more than 15¢ but not more than 20¢ each increase \$4.50 per thousand.

Sales price more than 20¢ each increase \$6.50 per thousand.

Tax Tip

INCOME TAX DEDUCTION FOR CALIFORNIA SALES TAX

The new federal revenue act provides that on future income tax returns deduction can be claimed by individuals for state sales taxes paid on goods purchased at retail, where the tax has been stated separately by the seller. This provision allows the person bearing the burden of the tax to deduct it even though, technically, he is not the "taxpayer" in states such as California where the state law imposes the tax on the seller.

For every dollar of deduction you will save not less than 19 cents when computing your next income tax return. The importance of keeping records to substantiate deduction claims is strongly emphasized. CLIP THIS TIP and take it home to your wife.

The tax returns must be filed on or before December 31, 1942, and must be accompanied by a remittance of the tax. The tax return must be filed in duplicate. Dealers and manufacturers should apply as soon as possible to the Collector of Internal Revenue for their tax forms. The required inventory must be made in duplicate, one copy must be filed with the tax return. Owners and lessors of cigarette vending machines must prepare inventories and file returns. Lessees of machines are not required to do so. Retail establishments which own and operate cigarette machines are required to file their own returns. All operators of more than one place of business or of cigarette machines in more than one location need file only one tax return but their inventories must disclose the number of cigarettes or cigars on hand at each specified location.

Specialty Coin Auctioned

CHICAGO.—At an auction held here on October 23rd, the machinery equipment and raw materials of the Specialty Coin Machine Builders was disposed of.

DEC. TAX CALENDAR

DECEMBER 15

FEDERAL INCOME AND EXCESS PROFITS TAX. Citizens, Residents, Fiduciaries, Domestic Corporations and Domestic Partnerships. Last day to pay fourth quarterly installment to Collector of Internal Revenue; also last day for Domestic Corporations to pay fourth quarterly installment of excess-profits tax.

FEDERAL INCOME TAX. Non-resident Aliens and Non-resident Foreign Corporations. Third quarterly installment due the Collector of Internal Revenue.

DECEMBER 21

FEDERAL INCOME TAX. Withholding Agents. Monthly return of tax withheld on bond interest for the preceding month to be filed with the Collector of Internal Revenue.

DECEMBER 31

FEDERAL TAXES ON ADMISSIONS AND DUES, FACILITIES, OIL PROCESSING, SAFE DEPOSIT LEASES, ELECTRICAL ENERGY, TRANSPORTATION, SALES (INCLUDING RETAILERS' AND MANUFACTURERS' EXCISE TAXES). Taxpayers. Return and payment of tax for preceding month to Collector of Internal Revenue.

Hitler Mussolini
Girl Petting Dog, Running Deer

Pep up Keeney Anti-Aircraft and Air-Raider Guns with these new inserts. Takes one minute to change.

SET OF 4 — ONLY \$3.95

X. L. SALES CO.

Greenville Rd.

No. Smithfield, R. I.

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FOR
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1942

LAST CALL for XMAS CARDS

December 5th is the deadline on personalized Greeting Cards. All orders received up to and including the 5th are guaranteed to be delivered in time for Christmas mailing.

If you have not already sent your order in do so now. Our 1942 Special consists of 50 French Fold Greeting Cards in Gay Christmas colors, 8 assorted designs with envelopes to match, imprinted with one line of copy, and delivered in a multi-colored Christmas presentation box which can be used for gift-giving, at the astonishing low price of

50 for \$1.00
POSTPAID

Clip the coupon and mail with your remittance today. California orders require an additional 3% sales tax.

THE REVIEW
1115 Venice Boulevard,
Los Angeles, California.

I am enclosing \$..... Please send me..... boxes of your 1942 Greeting Card Special. Imprint as follows:

Mail to: Name.....

Street.....

City..... State.....

ANOTHER MONTH NEARER VICTORY!

Wm Rabkin

INTERNATIONAL MUTOSCOPE REEL CO., Inc.

PENNY ARCADE HEADQUARTERS SINCE 1895

Manufacturers of Photomatic and Other Famous Coin Operated Equipment

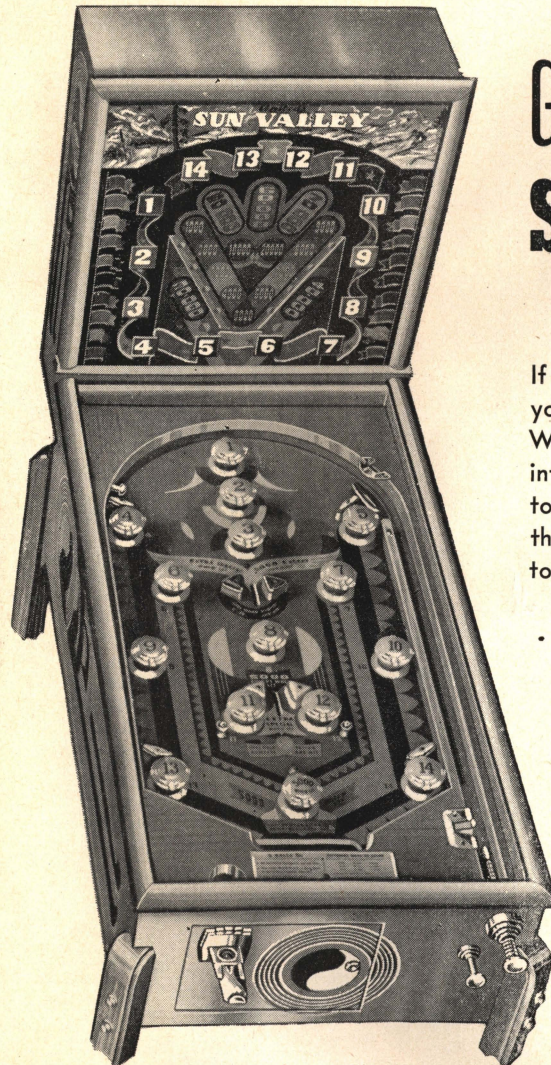
44-01 ELEVENTH STREET, LONG ISLAND CITY, NEW YORK

FREE TO REVIEW SUBSCRIBERS IN WAR ZONES

At the outbreak of the War THE REVIEW advised all subscribers in war areas that the facilities of our organization were at their disposal, without charge, in the purchase and dispatching of materials and machines they might need to continue their operations in their respective areas. Since then THE REVIEW has served many, and all have been pleased with the personal service given their requirements. Whatever your needs might be, THE REVIEW will gladly purchase and forward to you, as cargo space is available, any equipment you might need. Send us your "want" list, with your remittance, and we will take care of your requirements. THE REVIEW will refer orders to advertisers in the nearest shipping point and see that equipment shipped is completely reconditioned and ready for operating.

This service is GRATIS only to REVIEW subscribers. Send your communications direct to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.



SUN VALLEY
Made from your Sun Beam

Get These PROFIT TWINS ...! **SUN VALLEY-MIDWAY**

(SUN BEAM)

(ZOMBIE)

If your Sun Beams and Zombies have ceased to produce the kind of revenue you want and need . . . send them to us NOW for RENEWAL. Yes sir! We'll redesign your old Sun Beam into SUN VALLEY . . . your old Zombie into MIDWAY. This team of money-makers defies anything on location today in beauty, player-appeal and profits. Any way you look at them they outclass all others, and are built to STAY that way for a long time to come.

PROVED . . . You need not take our word for it. Your fellow game men have already put them to the test. Repeat orders and stacks of testimonial letters offer convincing proof that SUN VALLEY and MIDWAY are the best buy in the field.

SUGGESTION—

to West Coast Distributors

You can order Zombies and Sunbeams from Central and Eastern distributors to be shipped direct to us to be rebuilt into MIDWAY and SUN VALLEY. This offers faster delivery and reduces your shipping costs.

**SEE YOUR DISTRIBUTOR OR WRITE DIRECT
SEND IN YOUR ZOMBIES and SUN BEAMS TODAY!**



MIDWAY
Made from your Zombie

United **MANUFACTURING COMPANY**

6123-25 North Western Avenue, Chicago



NEW . SMART . SOPHISTICATED

Excitingly different, this modern cocktail and hors d'oeuvre tray makes an ideal gift for every host or hostess who is young in heart! And . . . as a prize or premium, PHOTO-TRAY has no equal!

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SPECIAL "PREVIEW"
SALES OFFER

TO READERS OF COIN MACHINE REVIEW

Hollywood's New

PHOTO-TRAY

MANUFACTURED BY CRAFTSMEN'S GUILD

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Here is your answer to that perplexing question of "What Can I Give That Is New and Different this Christmas?" In Craftsmen's Guild PHOTO-TRAYS you have a gift that is NEW—SMART—SOPHISTICATED—and DIFFERENT . . . a gift that every one of

your friends and customers will be happy to receive and will use and cherish for years to come. PHOTO-TRAYS are BRAND NEW and it will be several months before they are available in stores from coast-to-coast. Get the "cream" off this sensational item by placing your order TODAY!

IDEAL FOR SALESBOARDS & PRIZE PURPOSES

Imagine the appeal of a few of these PHOTO-TRAYS on display as Salesboard Premiums, High Score of the Week prizes, etc. To see one is to want one and PHOTO-TRAYS will boost your "take" wherever used. Variety of available subjects makes possible a continuance of use as prizes for several weeks. Order a sample dozen . . . YOU'LL BE BACK FOR MORE!

Available In a Selection of 12 Different Subjects



No. 11



No. 10



No. 3



No. 2



No. 1



No. 7

Posed by foremost glamorous Hollywood models . . . artistically and cleverly photographed, these 12 subjects are reproduced in original salon-print form and permanently sealed in the PHOTO-TRAY with five coats of finest bar-top lacquer. Frames and handles are of beautiful contrasting hardwoods, in natural finish, and each tray is packed in an attractive gift box. Size of Tray approximately 12" x 16".



No. 12



No. 8



No. 5



No. 9



No. 4



No. 6

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PHOTO-TRAY

MADE IN HOLLYWOOD



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Because of the employment situation only a limited production of PHOTO-TRAYS is possible at present. While we feel confident of being able to fill all orders, we do urge you to not delay, but order NOW. Be sure to list the number of each subject desired, along with the quantity of each.

SAMPLE EXPRESS PREPAID . . \$475

Lots of 6, Prepaid Ea. 4.25

Lots of 12, Prepaid Ea. 3.95

COIN MACHINE REVIEW

1115 VENICE BOULEVARD
LOS ANGELES • CALIFORNIA



Milwaukee Coin Has Steady and Interesting Growth

The expression "Giant Oaks from Little Acorns Grow" can rightly be used in describing the rapid and steady growth of the Milwaukee Coin Machine Co., presided over by Sam London at 3130 West Lisbon Avenue in Milwaukee, Wisconsin.

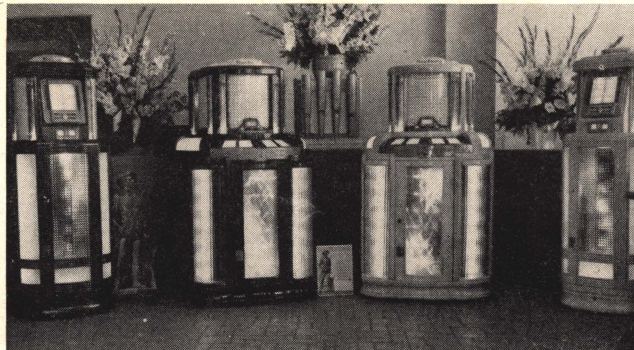
Some ten years ago Sam London founded Milwaukee Coin and started out in this great industry with one solitary pin table in operation. He was quick to sense the possibilities the new field offered and the operation grew rapidly until Sam was shortly distributing various lines of machines to other operators in the state.

Confident that the time was right to enter the distributing business in earnest, London was appointed distributor for the well-known line of Seeburg phonographs and remote control units about three years ago. His territory comprised the state of Wisconsin. Ever eager to make his service complete and all inclusive, London also took on the distribution for several other lines so that he could take care of his customers' requirements, regardless of how varied.

In recent years the firm has found it necessary to move three times as the volume of business increased and quarters occupied became too small. Today Milwaukee Coin is located in its own beautiful building at 3130 West Lisbon Avenue where ample space is available for future growth of the organization. Milwaukee's new home is one of the finest in the industry in the midwest. Its beautiful showroom is second to none and is well ap-

pointed for the convenience of Milwaukee Coin customers. A portion of this fine display room is shown in the illustration.

Questioned as to the formula that has induced such rapid growth and made three



Corner of the beautiful showrooms of the Milwaukee Coin Machine Co. A full line of equipment is on display at all times.

moves to larger quarters necessary in three years, Sam London replied: "We feel our success is due to treating all customers like they wish to be treated and to providing a service department unsurpassed in the middle West."

And, speaking of the service department, the statement of London will be vouched for by anyone who has come in contact with this superior phase of Milwaukee Coin's service. Under the direction of factory trained mechanics the service department functions as one of the finest and

most thorough in the industry. Competent mechanics are available to care for every type of equipment; be it phonographs, tables, vendors or slots and equipment is put through the shop in record time so that the operator loses very little time with his equipment off location. Of late the firm has been doing a notable job in reconditioning and rebuilding slots and operators in all parts of the country have shipped their slots in to Milwaukee for the superior service they know they will receive. Now, with very little new equipment still available, it behooves every operator to keep his machines in tip top condition and the Milwaukee Coin service department is dedicated to doing just that thing for the operator.

Since the entry of the United States into World War II, Milwaukee Coin has put its shoulder to the wheel in encouraging purchases of War Bonds and Stamps, assisting in salvage drives, and other patriotic measures.

A new face at Milwaukee Coin, but one that is well known in Coindom throughout the country, is Frank W. O'Brien, who acts as sales man-

ager. Frank was formerly associated with Mills as district manager, and was Eastern manager for O. D. Jennings & Co. He has a host of friends in the industry and as a result Milwaukee Coin is enjoying a nice volume of additional business that is filtering their way from Frank's old friends.

"And the best part of it all," says O'Brien, "is that once these boys try dealing with Milwaukee Coin they'll be with us for life for here they will certainly get a square deal at all times and the very best attention and service possible."

The industry pays tribute to Sam London and his Milwaukee Coin Machine Co. We cannot help but feel that the Industry is the better for having such a splendid organization as part of it.

COIN
MACHINE
REVIEW

10

FOR
NOVEMBER
1942

WHO SAID THERE WAS NO LATE MODEL EQUIPMENT?

Brand New in Original Factory Sealed Crates

Mills Four Bells.....	\$495.00
1942 Home Runs.....	69.50
Scientific Batting Practice.....	159.50
Chicago Coin Hockeys.....	269.50

SLOTS

Mills	
Gold Chrome	5c.....\$184.50
(Full drill proof, ...	10c.....189.50
practically new.)	25c.....194.50
Club Consoles Bells.....	5c.....194.50
(Used three weeks.)	25c.....199.50
Golf Ball	25c.....164.50
Brown Front, ...	
(over 469,000 serial).....	50c.....299.50
Blue Fronts	5c.....109.50
(Rebuilt and refinished)	10c.....112.50
club handles, etc.).....	25c.....115.50

Melon Bells	10c.....	89.50
(Rebuilt and refinished		
club handles, etc.).....	25c.....	92.50
War Eagles, 2-4 payout, ...		
ready for location.....		47.50
Jennings Silver Chief.....	5c.....	129.50
Jennings Cigarola, ...		
Model XXV		79.50

PHONOGRAPHS Seeburg

9800 R.C.E.S.	410.00
8800 R.C.E.S.	400.00

CLOSE OUTS

20 only Stewart McGuire 9
column cigarette machines,
each\$32.50

Colonel R.C.E.S.	325.00
Classic R.C.E.S.	200.00
Classic	175.00

Rock-Ola

1941 Spectravox with Playmaster	235.00
1940 Success	195.00
1940 Masters	175.00
1939 Deluxes	139.50
1939 Standards	115.00

Wurlitzer

750	385.00
600	159.50

Arcade Equipment

Chicken Sams	89.50
Ten Strikes	59.50
Gottlieb Skee-Ballettes	79.50
Western Baseball (Novelty)	74.50
Western Baseball (Payout)	74.50
Keeney Air Raider	194.50

MILWAUKEE COIN MACHINE CO.

Exclusive Distributors Seeburg Phonographs for Wisconsin and Peninsula of Michigan

3130 WEST LISBON AVENUE

MILWAUKEE, WISCONSIN

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

BUYING GUIDE FOR INTELLIGENT OPERATORS

THOROUGHLY RECONDITIONED FREE PLAY CONSOLES GUARANTEED PERFECT

Jennings Silver Moon.....	\$ 95.00	Jennings Bobtail.....	\$ 75.00	Watling 1941 Big Game.....	\$ 95.00
Evans Jungle Camp.....	60.00	Jennings Fastime.....	60.00	Watling 1940 Big Game.....	65.00
Mills Jumbo—Brown Cabinet.....	60.00	Bally Big Top.....	70.00	Mills Jumbo Blue Cabinet.....	85.00

COMBINATION FREE PLAY AND PAYOUT CONSOLES

Bally Club Bell—new.....	\$215.00	Bally Club Bell—used one month.....	175.00	Bally Hi-Hand—new.....	175.00
Bally Hi-Hand.....	135.00	Mills Jumbo Parade.....	135.00	Pace 1941 Saratoga.....	135.00
Keeney Two-Way Bell.....	340.00	Keeney Super Bell.....	170.00		

NEW ARCADE MACHINES—ALL IN ORIGINAL CRATES

Mutoscope Ace Bomber.....	\$335.00	Mutoscope Love Analyst.....	185.00	Aerocraft Test Pilot.....	250.00
Keeney Submarine Gun.....	245.00	Mutoscope Drivemobile.....	335.00	Mutoscope Sky Fighter.....	335.00

AUTOMATIC PAYOUT CONSOLES

Mills Four Bells—new.....	\$525.00	Mills Four Bells.....	\$350.00	Mills Jumbo Parade—new.....	\$125.00
Mills Three Bells.....	515.00	Mills Square Bell.....	60.00	Mills Jumbo Parade—Brown Cabinet.....	85.00
Bally Royal Flush.....	55.00	Bally Roll-Em.....	150.00	Mills Jumbo Parade—Blue Cabinet.....	95.00
Evans Lucky Luere.....	305.00	Evans '41 Jackpot Domino.....	350.00	Groetchen Sugar King.....	45.00
Keeney Triple Entry.....	170.00	Keeney '38 Track Time.....	140.00	Exhibit Tanforan.....	35.00
Keeney Twin Super Bell— 5c and 25c chutes.....	310.00	Paces Races—Brown Walnut.....	145.00	Jennings Liberty Bell.....	30.00
Jennings Fastime.....	70.00	Exhibit Longchamp.....	45.00	Mills Track King.....	30.00
Pace '41 Saratoga—S.P.....	105.00	Jennings Good Luck.....	55.00	Mills Rio.....	30.00
		Jennings Multiple Racer.....	45.00	Evans Lucky Star—7 coin head.....	135.00

Mills Four Bells—Factory rebuilt, three nickel & one quarter chutes.....\$410.00

ONE BALL AUTOMATIC PAYOUT TABLES—PERFECT THROUGHOUT

Bally Turf King.....	\$335.00	Bally Sport King.....	\$175.00	Bally Grand National.....	\$ 89.50	Bally Pacemaker.....	\$ 80.00
Bally Grandstand.....	60.00	Bally Sport Page.....	55.00	Bally Blue Ribbon.....	75.00	Bally Hawthorne.....	50.00
Bally Gold Medal.....	40.00	Bally Preakness.....	20.00	Bally Stables.....	25.00	Bally Hialeah.....	25.00
Western Feed Bag.....	35.00	Western Quinella.....	35.00	Western Hey Day.....	45.00	Mills 1-2-3.....	49.50
Rock-Ola 3-Up.....	35.00	Mills Clocker.....	30.00	Mills Hi-Boy.....	45.00	Mills Flasher.....	45.00

Keeney Fortune—Combination free play and payout—Multiple coin—One ball or five ball—Payout table—
Two available.....\$250.00 Each

BALLY ONE BALL FREE PLAY NOVELTY GAMES

Longacre.....	\$280.00	Pimlico.....	\$270.00	'41 Derby.....	\$235.00	Club Trophy.....	\$235.00
Blue Grass.....	130.00	Dark Horse.....	120.00	Record Time.....	115.00	Sport Special.....	95.00
Mills 1940 1-2-3.....	90.00	Gold Cup.....	45.00	Eureka.....	40.00	Sport Event.....	85.00

MILLS NEW SLOT MACHINES—ORIGINAL CRATES

Gold Chrome Bell—5c.....	\$270.00	Gold Chrome Bell—10c.....	285.00	Glitter Gold Q.T.—1c.....	64.50	Brown Front Bell—1c.....	180.00
Gold Chrome Bell—1c.....	220.00	Brown Front Bell—10c.....	220.00	Gold Chrome Bell—25c.....	310.00	Glitter Gold Q.T.—10c.....	89.50
Original Chrome Bell—1c.....	210.00						

New Slot Machine Safe Stands—Limited quantity.....\$15.00

FACTORY REBUILT FIVE BALL FREE PLAY NOVELTY GAMES

Shangri-la.....	\$139.50	Exhibit Jeep.....	\$139.50	Midway.....	\$139.50	Sun Valley.....	\$139.50
Torpedo Patrol.....	119.50	Paratroop.....	119.50	Eagle Squadron.....	119.50	Bombardier.....	119.50

FACTORY REBUILT 1-BALL AUTOMATIC

4-Coin Multiple Payout—Jackpot & Special Features—Guaranteed Like New Throughout
RACE KING.....\$280.00 WAR ADMIRAL.....\$280.00

MILLS FACTORY REBUILT GUARANTEED SLOT MACHINES

Emerald Chrome— hand load J.P.—10c.....	\$275.00	Cherry Bell—5c.....	135.00	Copper Chrome—10c.....	260.00	Bonus Bell—5c.....	180.00
Gold Chrome—5c.....	245.00	Vest Pocket Bell—5c.....	34.50	Blue Late Q.T.—10c.....	55.00	Bonus Bell—1c.....	160.00
Gold Chrome—10c.....	260.00	Emerald Chrome— hand load J.P.—25c.....	300.00	Cherry Bell—10c.....	145.00	Blue Front—5c.....	135.00
Brown Front—5c.....	150.00	Original Chrome—5c.....	245.00	Chrome Vest Pocket Bell—5c.....	49.50	Blue Front—25c.....	175.00
Brown Front—10c.....	170.00	Original Chrome—10c.....	260.00	Club Bell Console—5c.....	260.00	Blue Front—50c.....	325.00
Melon Bell—25c.....	170.00	Original Chrome—25c.....	285.00	Club Bell Console—25c.....	300.00	Vest Pocket 5c—metered.....	39.50
				Club Bell Console—10c.....	275.00		

RECONDITIONED SLOT MACHINES

Watling Rotatop—5c.....	\$ 59.50	Pace Rocket—S.P., 5c.....	89.50	Groetchen Columbia— 5c—10c or 25c.....	59.50	Jennings Chief Console— 5c or 10c.....	135.00
Watling Rotatop—10c.....	64.50	Pace Comet—5c.....	49.50	Groetchen Chrome Columbia.....	84.50	Mills Q.T.—5c.....	39.50
Watling Rotatop—25c.....	69.50	Pace Comet—10c.....	49.50	Jennings Silver Chief—5c.....	150.00	Watling Cherry Bell—5c.....	79.50
Jennings Chiefs—5c.....	75.00	Pace Bantam—10c.....	30.00	Jennings Silver Chief—10c.....	150.00	Watling Cherry Bell—10c.....	79.50
Jennings Little Duke—1c.....	25.00	Pace Bantam—25c.....	35.00	Jennings Sky Chief—5c.....	150.00	Watling Cherry Bell—25c.....	99.50
Jennings Dixie Belle—5c.....	85.00	Mills Q.T.—1c.....	29.50				
Jennings Cigarola.....	89.50						

Jennings Golf A Rolla—Golf Ball Machine—10c and 25c chute—Floor sample—
Golf balls can be purchased or obtained as prizes.....\$235.00

FINE RECONDITIONED ARCADE EQUIPMENT—RESPRAYED

Mutoscope Photomatic.....	\$595.00	Mutoscope Movie Machine.....	69.50	Exhibit Punching Bag.....	175.00	Rock-Ola Ten Pin.....	79.50
Keeney Air Raider.....	189.50	Exhibit Novelty Candy.....	165.00	Exhibit Vitalizer—late.....	84.50	Gottlieb Skeeballette.....	99.50
Seeburg Shoot-The-Chutes.....	145.00	Vendor.....	175.00	Daval Bumper Bowling.....	79.50	Exhibit Fist Striker.....	150.00
Scientific Batting Practice.....	115.00	Exhibit Rotary Merchandiser.....	175.00	Holly Grippers.....	19.50	Keeney Deluxe Tex. Leaguer.....	59.50
Western Deluxe Baseball.....	109.50	View-A-Scope Picture.....	185.00	A.B.T. Model F Target.....	29.50	Tom Mix Ray Gun.....	79.50
Western Major Leaguer.....	150.00	Machine.....	28.50	Exhibit Card Vendors.....	44.50	Evans 1942 Ten Strike.....	225.00
Chicken Sam—Jap Units, completely marbledglowed.....	139.50	Keeney Submarine.....	185.00	Set of Three Meters.....	49.50	Western Super Strength.....	79.50
Exhibit Set of 3 Meters, complete with base.....	165.00	Bally Bulls Eye.....	99.50	Erie Diggers.....	69.50	Exhibit Hi-Ball.....	89.50
Exhibit Bulls Eye.....	89.50	converted to Jap.....	99.50	Mutoscope Drivemobile.....	250.00	Gottlieb Deluxe Grippers.....	20.00
Groetchen Skill Jump.....	69.50	Bally Baskets.....	129.50	Evans Tommy Gun.....	155.00	A.B.T. Blue Target Skill.....	29.50
Bally Alley.....	69.50	Bally Racer.....	129.50	Chicago Coin Hockey.....	235.00	Keeney Anti-Aircraft.....	59.50
Groetchen Pikes Peak.....	29.50	Bally Eagle Eye.....	79.50	Bally Rapid Fire.....	175.00	Buckley Treasure Isle.....	99.50
Baker Kicker & Catcher.....	29.50	Seeburg Hockey.....	99.50	Mutoscope Sky Fighter.....	250.00	A.B.T. Fire & Smoke.....	29.50
A.B.T. Challenger.....	29.50	Exhibit Speed Bike.....	190.00	Mutoscope Ace Bomber.....	250.00	Kirk Air Defense.....	175.00
		Keeney Texas Leaguer.....	49.50	Evans Ten Strike.....	79.50	Groetchen Metal Typer.....	99.50
		Seeburg Rayolite.....	99.50				

SPECIAL! Now Available 200 Free Play Games—Five Ball—Plastic Bumpers—Complete with all Parts—
Lots of Ten or More.....\$10.00 each

Terms Fifty Percent Deposit — Balance C.O.D. or Sight Draft

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Phones: ARMITAGE 1434-35-36-37

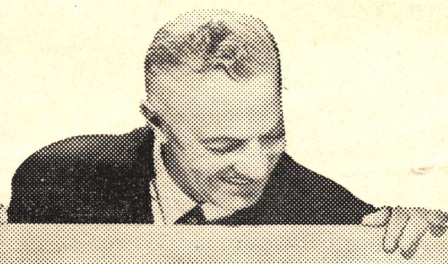
CHICAGO, ILLINOIS

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COIN
MACHINE
REVIEW

11

FOR
NOVEMBER
1942



LOOK OVER THESE TRUE VALUE WAR-TIME SPECIALS CAREFULLY

PHONOGRAPHS

Wurlitzer 950	\$495.00	Seeburg 8800 R.C.	\$395.00
Wurlitzer 850	485.00	Seeburg Colonel E.C.	289.50
Wurlitzer 750E	415.00	Seeburg Major R.C.	279.50
Wurlitzer 780E	359.50	Seeburg Classic E.C.	249.50
Rock-Ola Super	194.50	Rock-Ola Spectravox	89.50
Rock-Ola Masters	179.50	Rock-Ola Playmasters	164.50

ARCADE EQUIPMENT

Mutoscope Punching Bag.....	\$219.50	Keeney Submarine	\$189.50
Evans Playball (Liteup).....	219.50	Bally Rapid Fires.....	179.50
Exhibit Skill Punch Bag.....	219.50	Groetchen Mountain Climber ..	189.50
Exhibit Chinning	219.50	Keeney Air Raider.....	179.50
Chicago Coin Hockey.....	199.50	National O.K. Fighter.....	175.50
Career Pilot (New).....	219.50	Globe Ball Grip.....	139.50
Jennings Roll-in-the-Barrel	119.50	Seeburg Converted to New	
Nine Light Lift & Grip.....	129.50	Hitler-Jap. New Marbleglo ..	129.50
Hoot Golf	74.50	Seeburg Shoot-the-Chutes	124.50
Texas Leaguers	39.50	Light House Gripper.....	139.50

CONSOLES & SLOTS

New Mills Four Bells.....	WRITE	New Keeney Two Way 5c-25c.....	\$375.00
Mills Four Bells (Late).....	345.00	Keeney Super Bells.....	179.50
Mills Three Bells.....	495.00	Bally Club Bells.....	189.50
Mills Blue Fronts, all rebuilt		Bally HiHand	129.50
and refinished, 5c	109.50	Page Saratoga Jr.....	89.50
10c.....	114.50; 25c.....	Mills Jumbo F.P. (Late).....	99.50

ALL GUARANTEED RECONDITIONED MACHINES, Ready to Operate
TERMS: 1/3 with Order, Balance C.O.D.

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LOS ANGELES, CALIF.

BADGER NOVELTY CO.

2546 N. 30th St.
MILWAUKEE, WIS.

WVMOA Mulls Gas, Tax

LOS ANGELES—At the October 27th meeting of the Western Vending Machine Operators Association the main discussions of the evening concerned the recently passed Federal Tax Bill, Gas Rationing and its application to the vending machine operator. A report of how vending machine operators have functioned under rationing provisions in the East enlightened the membership as to the procedure to follow when registration takes hold out here.

In the absence of President Slater, F. I. Straw presided.

Member Leland was back from a very successful two weeks trip to Arizona and ex-prexy Scott confided that after six months of married life he was still happy. A rising vote was in order.

Because of the eminence of gas rationing it has been decided to hold future meetings on call and no meeting has been set, as yet, for November.

J. B. Yatter

Seeks Candy Machine Plant

LOS ANGELES.—THE REVIEW has received a communication from an account in the East interested in acquiring a company that manufactures candy machines. Interested parties are requested to get in touch with THE REVIEW direct.

Life Savers Net Down

NEW YORK.—Life Savers Corp. reported for the nine months ended Sept. 30, last, net profits of \$721,667, equal to \$2.06 a share of capital stock, against \$751,004, or \$2.14 a share in the first nine months of last year.

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Review Musical Popularity Poll

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

NOVEMBER, 1942

On Phonographs—

1. White Christmas
2. Praise the Lord and Pass the Ammunition.
3. Kalamazoo
4. Be Careful, It's My Heart
5. My Devotion
6. I Left My Heart at the Stage Door Canteen
7. Mr. Five by Five
8. Serenade in Blue
9. Manhattan Serenade
10. Der Fuehrer's Face

On Wired Music—

1. White Christmas
2. My Devotion
3. Praise the Lord and Pass the Ammunition
4. Kalamazoo
5. Serenade in Blue
6. Be Careful, It's My Heart
7. Manhattan Serenade
8. There Are Such Things
9. Mad About Him, Sad Without Him
10. Why Don't You Fall In Love With Me?

On Radio—

1. Praise the Lord and Pass the Ammunition
2. There Will Always Be Another You
3. I Met Her on Monday
4. My Devotion
5. Der Fuehrer's Face
6. Mr. Five by Five
7. Why Don't You Fall in Love With Me?
8. Manhattan Serenade
9. Serenade in Blue
10. White Christmas

Best Selling Sheet Music—

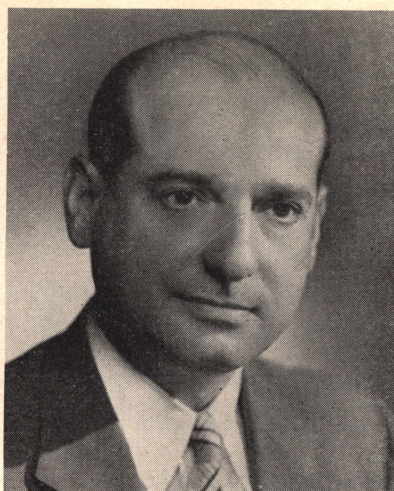
1. White Christmas
2. Praise the Lord and Pass the Ammunition
3. I Came Here To Talk for Joe
4. Serenade in Blue
5. Kalamazoo
6. My Devotion
7. When the Lights Go on Again
8. Be Careful, It's My Heart
9. Wonder When My Baby's Coming Home
10. I Left My Heart at the Stage Door Canteen

Best Selling Records—

1. White Christmas
2. Praise the Lord and Pass the Ammunition
3. Serenade in Blue
4. My Devotion
5. Mr. Five by Five
6. Der Fuehrer's Face
7. Kalamazoo
8. Strip Polka
9. Amen
10. When the Lights Go on Again

Kyser in Army

NEW YORK—Kay Kyser has been given a commission in the United States Army. Kyser's appointment as a major is the highest yet given to anyone in the music business.



Joe Davis

Beacon Records Debut

NEW YORK.—Formal announcement of the entry of Joe Davis and his Beacon Record Co. into the recording field is announced in this issue of THE REVIEW.

First releases of Beacon discs were made recently and it is the intention of Davis to supply operators and the general public with worthy numbers that are different and that have not been recorded for any other company.

"I set out with the idea of releasing for the present, one double-faced ten inch record a month," explained Davis. "By issuing one record a month, I felt that I could concentrate on the exploitation of the songs recorded and at the same time fully supply the demand. Beacon records are made of the finest materials. The tone quality is superb and compares favorably with that of the other companies."

For the past 20 years Joe Davis has been associated with the placing of talent on other records and his record for picking hit songs and new writers over this period of years speaks for itself. Some of the hits he has published include: *Basin Street Blues*, *After You've Gone*, *Christopher Columbus*, *I Ain't Got Nobody*, *S'posin'*, *Sweethearts on Parade*, *My Blue Ridge Mountain Home*, *My Handy Man*, *On Revival Day*, *If I Can't Sell It I'll Keep Sittin' On It*, *I'm Drifting Back to Dreamland*, *Yesterday*, and hundreds of others.

He has discovered many new writers and published the first compositions of some of these present day composers: Harold Arlen, Ferde Grofe, Rube Bloom, Reginald Forsythe, Nat Simon, Victor Arden, Carson J. Robison, Larry Clinton, Jimmy Durante and many others.

Knowing talent and material as he does, it seems certain that Joe Davis and his Beacon Records will be able to supply operators and dealers with records that will "click" with the general public and make money for all concerned.

A Capella Discs to Offset Ban

NEW YORK.—Vera Barton, CBS singing star, is attempting to start the ball rolling on the possibility of the use of vocal rhythm groups, A Capella style, without instrumentation, for record making. Vera figures that it's within the rules and a potential solution to the problem confronting vocalists whose record careers have been temporarily set back. She's querying the musicians' union and record companies on their attitude toward the suggestion.

MUSIC

AFM Ban Pleased Discers

NEW YORK.—*Down Beat*, in its issue for November 1, reported that phonograph record executives are pleased with the current AFM recording ban and tag it "the best thing that could have happened to the waxing business at this time."

The recording executive, who requested his name be withheld, said that the record manufacturers were actually pleased with the situation, which had the effect of creating a moratorium on all recording activities.

"Here's the way it works out," reasoned the exec. "We can't get enough raw material to make all the records we can sell, yet, if we were in competition, we (the recording companies) would have to use up a lot of precious stock trying to develop new bands and in experiments just to keep one of us from getting ahead of the other. As it stands, none of us has to worry what the other fellow is doing. We simply throw what raw material we can get into our sure-fire best sellers and let it go at that. All of us are doing a whopping business in moving albums and other slow items off our shelves. We don't have to record a hundred tunes now with a batch of bands just to be sure we have next month's 'best seller' in our catalogue. Thanks to Jimmy Petrillo, our problem has been completely simplified."

All of which will be extremely interesting to the Coin Machine Operator who played no small part in rescuing the record industry from the depth of depression a few years back.

Senator Lams Phonos

WASHINGTON, D. C.—Apparently endeavoring to crash the front pages of the big dailies, Senator Claude Pepper told a manpower committee during October that he thought that the Southern juke joints were among the most unnecessary things in his state. He said though that there was a distinct difference in the use of juke boxes for army camps, and the parties that sometimes occur in the joints along Florida roadsides.

Petrillo Matter Lags

NEW YORK.—Developments in the case of James Caesar Petrillo and his AFM versus the Broadcasting Industry and the Coin-Operated Phonograph Industry, have practically been at a standstill for the past thirty days.

On October 23rd Senator D. Worth Clark introduced a bill relating to the Petrillo record ban and announced he would seek early consideration by the Interstate Commerce Commission of which Senator Burton K. Wheeler is chairman. Under Senator Clark's bill it would be a violation for any group to refuse to make recorded music if the effect curtailed the use of music in radio stations and on coin-operated phonographs.

In New York rumors have been flying fast and the AFM is reported to have made a suggestion or two for early cessation of the disagreement. One suggestion from AFM has been that record manufacturers cut a special record in the future for use on coin-operated machines. This record would play at a slower speed and could not be used on transcription machines or home phonos. On such a record AFM could work out a tax arrangement with the manufacturers of the discs.

It is said that AFM is interested in an early settlement and on the opposing side the Broadcasters have expressed themselves likewise.

During the month the New York Musicians held their annual banquet at which it has always been a custom to have a great array of recording talent. This year it was feared that none could be introduced because of the Petrillo ruling and the apparent attitude of the AFM towards the coin music men. The New York local refused to rule on the touchy question and it is stated a hurry up call to Petrillo resulted in his "blessing" the appearance of the bandmen and song stars at this year's gathering. All of which indicates a friendly feeling on the part of AFM for the coin music men.

Russ Morgan, currently at Chicago's Edgewater Beach Hotel, accepted the invitation of Gene Steffens of Permo Products to see how modern coin phonograph needles are made. Russ was slightly bewildered by the maze of technical apparatus in the Permo sound lab but he heard for himself what a difference there is in phono needles. "I never thought there was so much work and science needed to make such a little thing as a phono needle," said Russ.

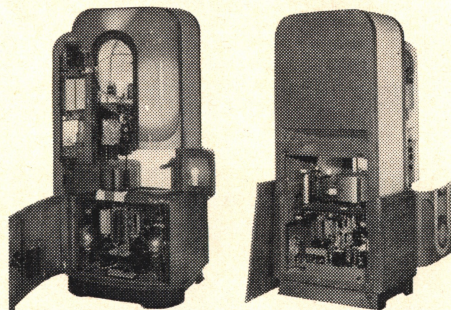


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13
FOR
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Easy to Service
14 SQUARE FEET OF
ACCESSIBILITY!



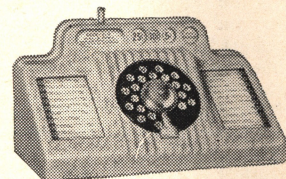
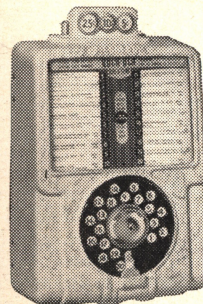
COMMANDO

HAS EVERYTHING YOU WANT IN A NEW AND MODERN PHONOGRAPH

TRIPLE COIN ENTRY

5-10-25c Dial-a-Tune
FOR USE WITH COMMANDO

Only Rock-Ola has triple coin entry (like a pay phone box).



Only Rock-Ola has the exclusive dial system . . . the finest remote control system in the field of automatic music. And the simplest! Colorful, efficient, telephone type dials add pleasure and intrigue to musical selection. Beautiful—they gleam and sparkle like jewel boxes.

Important Note: Proper number of plays are secured even if patron puts nickel in quarter chute, dime in nickel chute, etc. No service problems.

1. TONE FROM THE TOP—Exclusive Rock-Ola feature. Tone is projected to the ceiling and evenly diffused throughout the room. No blasting.

2. DIAL-A-TUNE ELECTRIC SELECTOR—An exclusive Rock-Ola feature that means more profits. Fascinating! Like dialing a telephone!

3. ELECTRIC COIN COUNTER—Counts the plays only when money is inserted. Does not register mechanical plays. An exclusive Rock-Ola feature.

4. QUICK CHANGE PROGRAM HOLD-ER—Simple as A-B-C. Easy to service. A real time saver for the route man.

5. LAST WORD IN COIN CHUTE ASSEMBLY—Mechanical accumulator. 99% slug proof National Slug Rejector. All adjustments before your eyes.

6. LIGHTWEIGHT CRYSTAL PICKUP—Doubles the life of records. Cuts needle wear in half. Produces most lifelike, scratchless tone ever heard on automatic phonographs.

7. FAMOUS TWENTY RECORD ROCK-OLA CHASSIS—More simple, fewer parts, than any other make. Proven nationally. No substitute materials. Exclusive with COMMANDO.

8. COLLECT FROM FRONT—Steel cash box. Another time saver.

9. AUTOMATIC PLAY REGISTER—Tells how many times each record is played. "One flip" reset device saves time.

10. FOURTEEN SQUARE FEET ACCESSIBILITY—Answer to the service man's prayer! Plenty of doors and plenty of room.

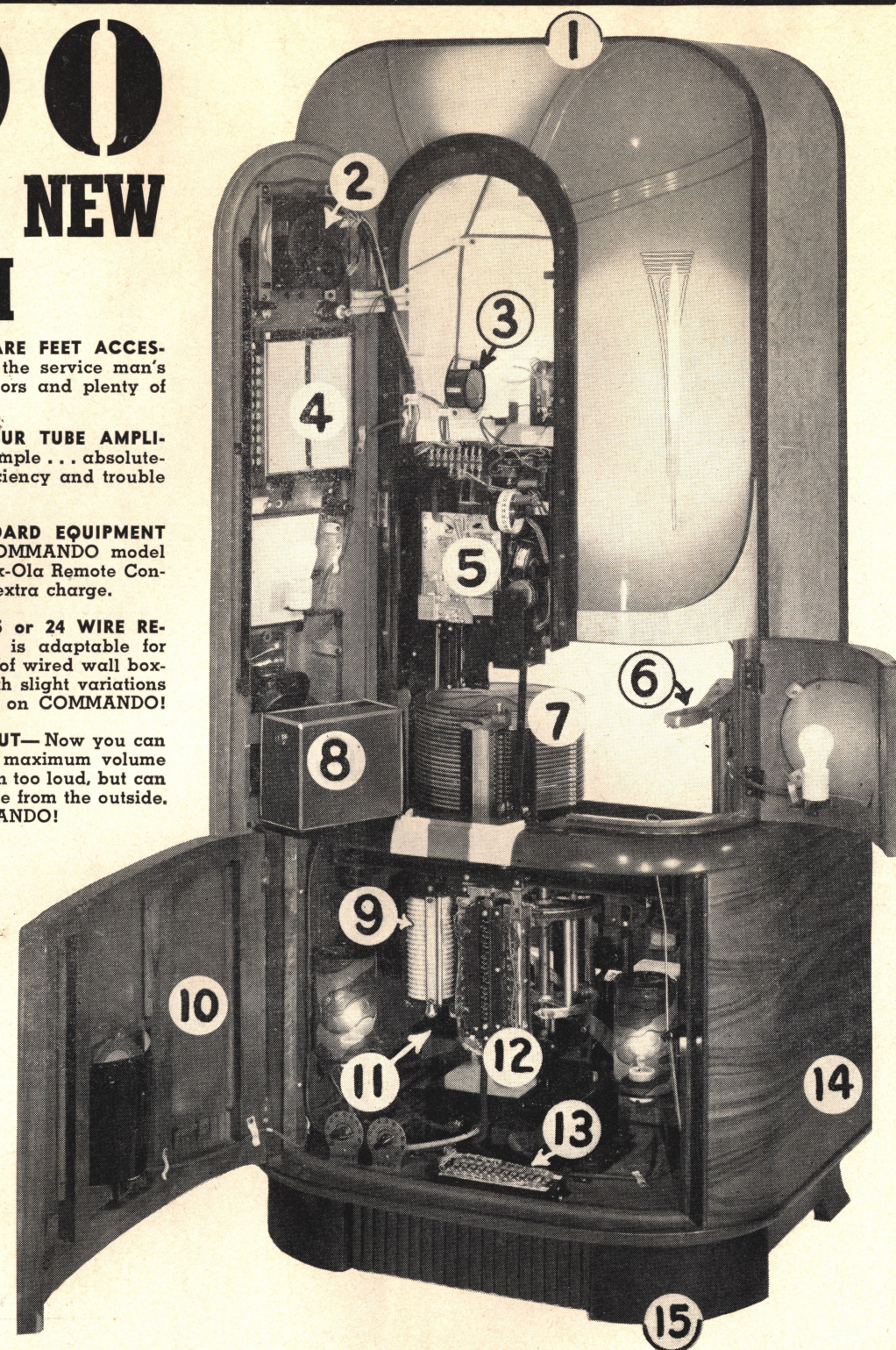
11. UNBEATABLE FOUR TUBE AMPLIFIER—Powerful . . . simple . . . absolutely unequalled in efficiency and trouble free performance.

12. ADAPTER STANDARD EQUIPMENT—Every Rock-Ola COMMANDO model is equipped with Rock-Ola Remote Control Adapter without extra charge.

13. EQUIPPED FOR 5 or 24 WIRE REMOTE—COMMANDO is adaptable for practically all makes of wired wall boxes and bar boxes with slight variations in wiring. Exclusive on COMMANDO!

14. VOLUME LOCKOUT—Now you can lock the amplifier at maximum volume so patrons cannot turn too loud, but can still reduce the volume from the outside. Exclusive on COMMANDO!

15. SMALL FLOOR SPACE—Only 2 x 2½ feet square! Busy locations like this feature because floor space is valuable. Exclusive with COMMANDO!



SEE YOUR ROCK-OLA DISTRIBUTOR NOW BEFORE HIS ALLOTMENT IS SOLD!

ROCK-OLA Manufacturing Corp.
800 N. KEDZIE AVENUE
CHICAGO ILLINOIS

AUTHORIZED ROCK-OLA WESTERN FACTORY DISTRIBUTORS

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MENT CO.
Sub-Distributor
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Nat Schoen
1516 N.E. 33rd Avenue
T.R. 5592

SEATTLE, WASH.
NORTHWEST COIN
MACHINE SALES CO.
3144 Elliott Avenue
Garfield 0460

BUTTE, MONTANA
H. B. Brinck
825 East Front Street
Tele. 6726

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Denver Distributing Co.
1856 Arapahoe St.
Cherry 4800

SALT LAKE CITY, UTAH
J. H. Rutter
77 West Second South
Wasatch 4-9717

RECORDS

Only records suitable for use on automatic phonographs are rated below. Side responsible for rating is listed first in each case.

- KEY TO RATING**
- 5★ **EXTRA GOOD.** Cream of the crop for the past 30 days. Timely, unique, clever, unusual and definitely above-the-average numbers.
- 4★ **VERY GOOD.** Possessing universal appeal. Suitable for any type of location.
- 3★ **GOOD.** Suitable for rounding out balanced

programs. Numbers fading in popularity.

ABBREVIATIONS

Initials preceding record numbers indicate labels, thusly: B—Bluebird; C—Columbia; CA—Capitol; D—Decca; O—Okeh and V—Victor. FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; HB—Hillbilly.

★ ★ ★ ★
4 STAR

- B-30-0800 Jan Savitt
IF I CARED A LITTLE BIT LESS (FT VC)
ROMANCE A LA MODE (FT VC)
- B-30-0801 Wingie Manone
WHEN MY SUGAR WALKS DOWN THE STREET (FT VC)
MY HONEY'S LOVIN' ARMS (FT VC)
- B-30-0803 Art Kassel
PENNSYLVANIA POLKA (Polka VC)
WHERE THE MOUNTAINS MEET THE SKY (FT VC)
- B-30-0804 Barry Wood
EV'RYBODY EV'RY PAYDAY (V)
MARCH FOR THE NEW INFANTRY (V)
- B-30-0806 The Southern Sons
PRAISE THE LORD AND PASS THE AMMUNITION (V)
LIFT EVERY VOICE AND SING (V)
- C-36649 Charlie Spivak
WHITE CHRISTMAS (FT VC)
YESTERDAY'S GARDENIAS (FT VC)
- C-36650 Harry James
MISTER FIVE BY FIVE (FT VC)
THAT SOLDIER OF MINE (FT VC)
- C-36652 Benny Goodman
SIX FLATS UNFURNISHED (FT VC)
WHY DON'T YOU DO RIGHT (FT VC)
- C-36657 Kay Kyser
CAN'T GET OUT OF THIS MOOD (FT VC)
MOONLIGHT MOOD (FT VC)
- C-36667 Horace Heidt
THIS IS THE ARMY, MISTER JONES (FT VC)
WHERE THE MOUNTAINS MEET THE SKY (FT VC)

- CA-122 Johnny Mercer
I LOST MY SUGAR IN SALT LAKE CITY (V)
THE WRECK OF THE OLD '97 (V)
- CA-124 Gordon Jenkins
WHITE CHRISTMAS (V)
HEAVEN FOR TWO (V)
- CA-125 Dennis Day
I'M GLAD THERE IS YOU (V)
Gordon Jenkins
ALWAYS (FT)
- V-20-1504 Freddy Martin
A TOUCH OF TEXAS (FT VC)
SOFT-HEARTED (FT VC)
- V-20-1509 Glenn Miller
JUKE BOX SATURDAY NIGHT (FT VC)
SLEEPY TOWN TRAIN (FT)
- V-20-1515 Freddy Martin
I GET THE NECK OF THE CHICKEN (FT VC)
CAN'T GET OUT OF THIS MOOD (FT VC)

★ ★ ★
3 STAR

- B-30-0802 Tony Pastor
HEY, MABEL! (FT VC)
SOFT-HEARTED (FT VC)
- C-36651 Xavier Cugat
BRAZIL (Samba VC)
CHIU-CHIU (Guaracha-Samba VC)
- C-36658 Claude Thornhill
I'M GETTING TIRED SO I CAN SLEEP (FT VC)
ROCK-A-BYE BAY (FT VC)
- CA-123 Bobby Sherwood
MOONLIGHT BECOMES YOU (FT VC)
HARLEM BUTTERFLY (FT VC)
- O-6693 Roy Acuff
NIGHT TRAIN TO MEMPHIS (V)
LOW AND LONELY (V)

COIN
MACHINE
REVIEW

16
FOR
NOVEMBER
1942

PERMO POINT

COIN PHONOGRAPH NEEDLES

PERMO POINT

WORLD'S LARGEST AND OLDEST MANUFACTURER OF LONG-LIFE PHONOGRAPH NEEDLES

PERMO PRODUCTS CORPORATION

6415 RAVENSWOOD AVENUE CHICAGO, ILL.

ATTENTION OPERATORS!

EXCELSIOR RECORDS
PRESENTS

THE AUTOMATIC PHONOGRAPH TOPPERS!

Herb "Flamingo" Jeffries
singing

"AT LEAST YOU COULD SAVE ME A DREAM"

No. 00100
The Eddie Beal Trio on the
instrumental

"STRING FOO-LOSOPHY"

No. 00101

The Sensational King Cole Trio
on a solid hit—

"ALL FOR YOU"

No. 00103

and the novelty Jive Jump

"VOM—VIM—VEEDLE"

No. 00102
YOU CAN'T GO WRONG ON THESE
MONEY MAKERS! BUY NOW! WE
HAVE RECORDS!

Excelsior Record Co.

3661 SOUTH GRAMERCY PLACE
LOS ANGELES, CALIFORNIA
RO. 8375

Immediate RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

BOSTON, MASS.
Eastern Company
620 Memorial Dr., Cambridge

MILWAUKEE, WIS.
Taylor Electric Co.
112 North Broadway

NEW YORK, N. Y.
Bruno-New York, Incorporated
460 West 34th Street

PHILADELPHIA, PA.
Raymond Rosen & Company
32nd and Walnut Streets

WASHINGTON, D. C.
Southern Wholesalers, Inc.
1519 "L" St., N.W.
202 S. Pulaski St., Baltimore, Md.

It Pays to Use
VICTOR and
BLUEBIRD
RECORDS



Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

INTRODUCING TO COIN MACHINE OPERATORS

BEACON

A NEW 50c RECORD

FINE QUALITY, SUPERIOR TONE, POPULAR VOCALISTS, LEADING ORCHESTRAS, OUTSTANDING SONGS—A NEW RELEASE ON THE 15TH OF EACH MONTH

PRICE TO OPERATORS—30c PER RECORD

(Mailing Charges Prepaid without Extra Cost)

BEACON No. 107 { Laugh and the World Laughs With
You
Far Apart
Played by BUDDY CLARKE and His Orchestra

BEACON No. 104 { Fat Meat Is Good Meat
He's Commander-in-Chief
Sung by SAVANNAH CHURCHILL
Played by JIMMY LYTELL and His All Star Seven

BEACON No. 106 { Two Faced Man
Tell Me Your Blues
Sung by SAVANNAH CHURCHILL
Played by JIMMY LYTELL and His All Star Seven

BEACON No. 103 { Keepin' Out of Trouble
Sweetheart Serenade
By BOB ALLEN and His Orchestra

BEACON No. 105 { Sweet Dreams
Why Is My Little Redhead Blue?
Played by BUDDY CLARKE and His Orchestra

BEACON No. 102 { I Was a Fool To Let You Go
The Air Raid Warden Song
By BOB ALLEN and His Orchestra

BEACON No. 100 { Indiana Blues
This Will Be a Lonesome Summer
By JERRY WAYNE with VAN ALEXANDER'S ORCHESTRA

SEND IN A TRIAL ORDER NOW!!!

— PROMPT SERVICE —

BEACON RECORD CO. (JOE DAVIS,) 1619 BROADWAY
Owner NEW YORK, N. Y.

COIN
MACHINE
REVIEW

17

FOR
NOVEMBER
1942

0-6696 Les Brown
WHEN THE LIGHTS GO ON AGAIN (FT VC)
MEXICAN HAT DANCE (FT)

0-6697 Tommy Tucker
CONCHITA, MARQUITA, LOLITA, PEPITA, RO-
SITA, JUANITA LOPEZ (FT VC)
KILLE KILLE (FT VC)

0-6698 Brownie McGhee
WORKINGMAN'S BLUES (HB-V)
STEP IT UP AND GO NO. 2 (HB-V)

0-6703 Bob Willis
MY CONFESSION (HB-V)
WHOSE HEART ARE YOU BREAKING NOW?
(HB-V)

V-10-1025 Peter Dawson
WALTZING MATILDA (V)
WAIATA POI (Maori Poi Song-V)

V-20-1505 Duke Ellington
HAYFOOT, STRAWFOOT (FT VC)
SHERMAN SHUFFLE (FT)

V-20-1510 Sidney Bechet
BLUES IN THE AIR (FT)
THE MOOCHER (FT)

V-20-1519 Dinah Shore
MANHATTAN SERENADE (V)
YOU'D BE SO NICE TO COME HOME TO (V)

1 TO 12, 25¢ EA. - 13 TO 99, 25¢ EA. - 100 UP, 20¢ EA.

Miracle Point

The phonograph
needle that plays
better — longer!

M. A. GERETT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS.

Now Available YOUR HIT PARADE —ON— HIT — New Records

7012—White Christmas.....Johnny "Scat" Davis
7026—Praise the Lord and Pass the
Ammunition.....Peter Piper and Orchestra
7027—Serenade in Blue.....The Chicagoans Orchestra
7020—Daybreak.....The Marshalls with Vocal
7016—Manhattan Serenade.....Sam Donahue and His Orchestra
7014—I Came Here To Talk for Joe.....Mal Hallett and His Orchestra
7023—Der Fuehrer's Face.....Arthur Fields with Orchestra
7010—My Devotion.....The Marshalls and their Orchestra

AND ALL THE OTHER PRESENT DAY POPULAR HITS ON ELITE — —
AND SEMI-CLASSIC CONCERTONE RECORDS

J. N. CEAZAN CO.

DISTRIBUTOR

1700 SO. FIGUEROA ST. LOS ANGELES, CALIF.
Phone PRespect 5401

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Send in your name and address—Phone us. Or better . . . come in and
get acquainted.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

GENUINE WESTERN VALUES!

PHONOGRAPHS

Seeburg 8200	\$495.00
Seeburg Classic, ES, 30 wire	225.00
Seeburg Royale	125.00
Seeburg Royale, hidden remote	180.00
Seeburg Royale, 30 wire	145.00
Wurlitzer 950	525.00
Wurlitzer 850	515.00
Wurlitzer 750E	425.00

Wurlitzer 700	300.00
Wurlitzer 500	189.50
Wurlitzer 600, keyboard	169.50
Wurlitzer 24A, Packard adaptor	160.00
Wurlitzer 616	60.00
Wurlitzer 312 or 412	45.00
Wurlitzer 71 Counter	95.00
Filben New	125.00
Filben Used	89.50
Mills Empress	130.00

BOXES

41 Rock-Ola Bar	\$ 19.95
20 Record Seeburg Remote	26.50
24 Record Seeburg Remote	22.50
Keeney 30-Wire Boxes	7.50
Keeney Regular	5.00
Wurlitzer 5-10-25c (only five)	35.00
PACKARD PLA-MOR—New & Used	

OPERATORS HEADQUARTERS FOR CAPITOL RECORDS and BENNETT 4000-PLAY NEEDLE

NEW REPLACEMENT CABINETS

for any model mechanisms.
Closing Out. Write or Call
for special quantity prices.

AMPLIFIERS REPAIRED— PHONOGRAPHS RECONDITIONED

All Makes—All Work Guaranteed
Master Gears for Wurlitzers

PACKARD ADAPTORS

to play from floor for
Wurlitzer 500's, 700's, 800's
Also other models

Rochester 2103

JACK GUTSHALL DISTRIBUTING CO.

1870 W. WASHINGTON BLVD.
LOS ANGELES, CALIFORNIA



Gutshall Gets His Deer

LOS ANGELES.—Just as the Mounties always get their man, Jack Gutshall returned to Los Angeles the first of the month from a deer hunting trip near Fillmore, Utah, with a coveted buck in tow.

Jack made the trip with several of his friends. They camped in Fillmore, and by hiking and using horses, they tracked down the elusive deer until each man in the party had his limit. Leaving Fillmore they were driving towards home when Jack Pfeffer,

one of the party, shouted "Stop, there's another buck!" The car was brought to a quick halt, and sure enough, not 50 feet from the highway was a prize buck. Jack drew a bead and captured the animal which proved to be the biggest deer shot on the trip.

Gutshall had the meat quick-frozen and when others are watering at the mouth for fresh meat in the months ahead, the Gutshalls will be enjoying venison . . . that is, if their friends don't pull too many raids on the larder . . . for Jack doesn't find it easy to say "No".

* * *

"Hello, is this the sea food store?"

"It is."

"Do you have any fresh fish?"

"Yes, sir."

"Well, don't let them get away with anything, sister."

Seattle

SEATTLE—The war-time problems of the pin-gamers and phono boys have been thoroughly aired, but how about the oft-neglected vending machine men? Just as in World War I, the venders were faced with this perplexing question: to meet increased cost of ingredients, labor, and distribution, should the cost of candy bars be upped to 10c or should the size be trimmed? In War I, the former was in vogue, resulting in less sales per capita; a public educated and reared on 5c bars just wouldn't put out a dime so freely. In War II, the 5c tag is being appended to a smaller-sized sweet.

The dearth of certain ingredients has cut down the variety of candy. In another six months the nickel-pusher will buy what is in the machine and be glad to get it. Chocolate bars with almonds are terrific sellers

(See SEATTLE, Page 20)

IMPORTANT NOTICE

TO

TUBE & LAMP USERS

Effective immediately, we are
taking care of orders for

KEN RAD TUBES & LAMPS

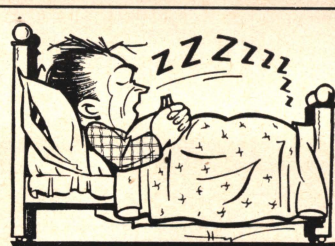
from our Warehouse Stock at 645
South Sepulveda Blvd., West Los
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All orders are to be directed to
this new address from which we
will endeavor to care for your re-
quirements for the duration.

**Limited Supply of
#30 and #6L6G
IN STOCK FOR RATIONED
DELIVERY**

SHELLEY RADIO CO.

645 S. Sepulveda Blvd.
West Los Angeles, Calif.
ARIZONA 38065



Peaceful, worry-free sleep can be
yours with RECUPERATOR on duty
in your battery.

GAS RATIONING IS BENEFICIAL TO TIRE LIFE BUT DETRIMENTAL TO BATTERY LIFE

The process of lead sulphation that takes
place in batteries when not in use, or used

sparingly, is much greater than when a battery is in normal use.

Whether storing your car or driving it part time your best assurance of preventing
these corrosive elements from destroying your battery is to apply

THE RECUPERATOR Long Life Battery Service

before it is too late. Protect your battery for the duration. It is the heart of your
car. If your music distributor cannot supply you, send \$1.50 today and we will send
your RECUPERATOR Service prepaid.

ALPHA DISTRIBUTING COMPANY
1025 North Highland Ave., GRanite 4148, Hollywood, Calif.

COIN
MACHINE
REVIEW

18

FOR
NOVEMBER
1942



Fred Gaunt

Gaunt Joins General

LOS ANGELES—Announcement was made here the first of November of the appointment of Fred Gaunt as manager of the local office of General Music Co. Appointment was made by William (Bud) Parr, owner of General Music, who is now active in vital war work which prohibits his being in the office for more than an hour or two each week.

Gaunt is not a newcomer to the Coin Machine field. For the past few years he has operated the Trojan Novelty Co. as jobber and distributor for various types of coin-controlled equipment. He has been in the business since 1926 and is thoroughly acquainted with all phases for he has been an operator, jobber and distributor at various times during these years in the trade. Fred is well known and well liked by members of the industry and has earned a reputation of fairness and honesty in all of his dealings.

In World War I, Fred saw service in the aviation corps for an 18 month period. For the past ten years he has been located in Southern California.

The best wishes of the entire industry are with Fred Gaunt as he assumes the important task of manager of General Music while Bud is away during the war months.

New York

NEW YORK.—Praise is all one can hear on Coin Row for the swellegant banquet staged by the Automatic Music Operators' Association at the Waldorf-Astoria on Saturday, October 24th. Event was the 5th annual party and over 350 guests were in attendance. Entertainment was highlighted by the appearances of Benny Goodman, Vaughn Monroe and Marilyn Duke, the Merry Macs, Guy Lombardo, Lee Sisters, Barry Wood, Vincent Lopez, Four King Sisters and Harry James. All appeared through the special permission of Jimmie Petrillo and his AFM. During the evening a bond selling campaign was launched resulting in the sale of \$54,800.00 in bonds. Many of the prominent jobbers and distributors in New York had special tables for their organizations. Al Bernie and Jackie Miles split the master of ceremonies chore and Vincent Lopez provided music for the dancing and show.

Bell Coin Machine Exchange has removed to new offices at 54 Elizabeth Ave. in Newark according to word sent Gothamward by Sid Mittleman and Phil Mason. New

SPECIAL CLOSEOUTS

Immediate Delivery

SLOTS AND CONSOLES

Vest Pockets, Blue and Gold\$ 33.00 Vest Pockets, Green 23.00 Mills Bonus, Factory Reconditioned 165.00 Jennings Half Dollar, Factory Reconditioned .. 265.00 Keeney Super Bells 165.00	Bally Thistledowns\$ 65.00 Bally Blue Ribbons 65.00 Bally Grand Stands 65.00 Bally Pimlicos 275.00 Jennings Cigarollas 45.00 Mills Mint Venders 55.00 Bally High Hands 90.00 Jennings Fast Time 45.00
--	--

ARCADE AND FREE PLAYS

Gottlieb Triple Grippers ..\$ 16.00 Keeney Texas Leaguers 28.00 Keeney Anti Aircraft 40.00 Belle Hops 45.00	Gun Clubs\$ 50.00 '41 Majors 35.00 New Champs 50.00 Victory 65.00
---	--

PHONOGRAPHS

Wurlitzer 616 and 61\$ 55.00 Wurlitzer 850 and 750 Write Wurlitzer 41 65.00 Wurlitzer Twin 12 in Cabinet with Keeney Adapt. 150.00 Seeburg 9800 375.00 Seeburg 8800 350.00	Seeburg Colonel\$275.00 Seeburg Classic 180.00 Mills Throne 99.00 Mills Empress 134.00 Keeney Boxes 10.00 Buckley Boxes 10.00
---	--

WANTED

Sky Chiefs, Keep 'Em Flying, Knock Outs, Big Parades, All Guns and Arcade Equipment.

WE WILL BUY YOUR WHOLE ROUTE

SAVE FREIGHT AND ORDER FROM OFFICE NEAREST YOU

Northwestern

MUSIC COMPANY

120 West 3rd Street, STERLING, ILL.
Phone, 405

Mississippi

VENDING COMPANY

413 Church St., PHILADELPHIA, MISS.
Phone, 283

quarters are considerably larger than the old.

Irving Bromberg came on from Los Angeles in late October to visit his old stamping grounds in local coindom. Irving has now retired from the Coin Machine picture out west.

Lou Cantor did his bit on the 14th and, with the aid of his mechanics, stripped old machines of parts and contributed several hundred pounds of scrap to the scrap heap. In addition Lou tossed in 400 keys for flavoring.

Leonard Smith of Modern Vending is winning a name for himself as a promotional salesman extraordinary in his work on Capitol discs. Currently Johnny Mercer's *I Lost My Sugar in Salt Lake City* is getting the play.

International Mutoscope's former export manager Herb Klein, who went into the army recently, is now located in the Medical Battalion at Camp Robinson, Ark.

A recent visitor at Modern was Irv Sommers, in from Miami to visit the boys and attend the banquet.

Wurlitzerites, down from North Tona-wanda for the banquet, included Ernie Petering, Spence Reese and adman William Landsheft.

Hymie Budin left for the South the end of October after celebrating another wedding anniversary at his home in Brooklyn.

Max Rubinowitz

Nelson Song Recorded

CAMDEN.—Victor has issued *Ring the Bell for Uncle Sam* by Art Kassell and his Orchestra, a foxtrot with a swell patriotic swing that is popular currently on coin-operated phonographs.

Song was created by Jack Nelson, Vice-President and General Sales Manager of Rock-Ola Manufacturing Corp., some months ago but was delayed in release because of the record situation.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

COIN
MACHINE
REVIEW

19

FOR
NOVEMBER
1942

DO YOU KNOW ANY OF THESE MEN?

Most likely you do. They are just a few of the leading operators in the West who have installed Buckley Music Systems in FIVE or more of their locations. As suggested—why not ask them their opinion of Buckley? Then you will know why Buckley Wall Boxes are first choice among successful music men. After all—there must be a real reason why Buckley out-sells all other remote control music installations. See your nearest distributor, listed below.

BUCKLEY DISTRIBUTORS

GENERAL MUSIC CO.

2277 West Pico Blvd., Los Angeles, Calif.
1157 Post Street, San Francisco, Calif.

CHARLES A. ROBINSON

1911 West Pico Blvd., Los Angeles, Calif.

WESTERN DISTRIBUTORS

3126 Elliott Ave., Seattle, Wash.

WILLIAM CORCORAN, Pacific Coast District Manager
for Buckley Music Systems, Inc.

J. H. Harris, Inc.
217 Main Street
Vancouver, Washington

Mr. Johnny Welch
New Heathman Hotel
Portland, Oregon

Mr. Otis Anderson
3703 S. W. Gable Lane
Portland, Oregon

Mr. E. M. Bush
Marshfield, Oregon

Mr. William Paradise
Crest Novelty Company
243 W. Trent St.
Spokane, Washington

Mr. J. H. Rhodes
3418 So. Grand
Spokane, Washington

Mr. Frank Countner
3207 Eastlake Avenue
Seattle, Washington

Heberling Bros.
106 Elliott Avenue West
Seattle, Washington

Fred Abdallah
510 S. San Joaquin Street
Stockton, California

Rozis Vending Service
204 Camino Alta
Vallejo, California

J. H. Ludeman
5871 St. Paul Court
Oakland, California

C. M. Roe
2271 19th Avenue
San Francisco, California

Frank Allen
975 Bush Street
San Francisco, California

Bill Hogan
4001 Balch Street
Fresno, California

D. B. Scotto
919 10th Street
Sacramento, California

E. F. Lyon
2625 Elm
Long Beach, California

Roy C. Jones
1231 W. 40th Place
Los Angeles, California

Tom Catana
1250 E. 74th Street
Los Angeles, California

O. H. Presher
4258 Euclid Avenue
San Diego, California

A. J. Fox
1254 India Street
San Diego, California

COIN
MACHINE
REVIEW

20

FOR
NOVEMBER
1942

Seattle

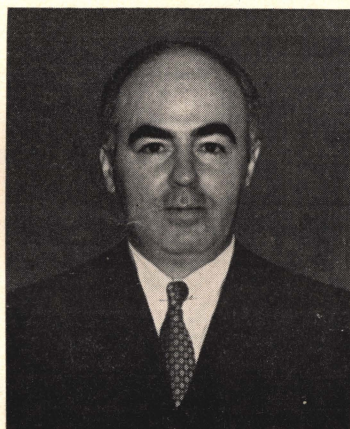
(Continued from Page 18)

in normal eras. They haven't lost any of their palate-appetement; it's simply a shortage of almonds. The bulk of them come from South America, and when you add scarcity of bottoms to the submarine menace, you've got the reason why Johnny Public is eating his chocolate without trimmings most of the time. The scarcity of chewing gum is no mystery, either. 90% of the elastic composition emanates from the Dutch East Indies; the slant-eyes now controlling Dutch will really find themselves in "Dutch" before this boomeranging game of kill-and-rob is over.

A \$50,000 organization tempered with ability and guided by executive experience is showing the Pacific Northwest that the movie machine is not a passing fad, but a sound business investment—if merchandised like a theatre and not like a novelty. Jack Roberts, veteran operator, is president of Panoram Distributors, Inc.; James F. Cook is vice-president, with Earl Heroux secretary-treasurer.

Ron Pepple, guiding light of Northwest Sales, beat his draft board to the punch to get a punch at the enemy. He enlisted in the Alaska Communications System, and is now prepping at Fort Lewis. Mrs. Pepple is holding down the Rock-Ola front with a smile and an order pad, both of which she is capable of utilizing for maximum results.

COININGS ON THE CUFF—The \$64 question around Coin Row this month is: how much gasoline will the coin-gamers be allowed under the rationing program? . . . The army advanced from the rear and Dame Cupid bore down from up front. Caught in these pincers last month, Horace Duggan succumbed to Dame Cupid and the



Pat Buckley

Buckleys in West

LOS ANGELES.—Mr. and Mrs. Pat Buckley, of Buckley Music Systems and Buckley Trading Post of Chicago, are enjoying a vacation in Los Angeles and stopping at the beautiful Ambassador Hotel.

Pat has been catching up on his sleep, enjoying a well-earned rest, and spending leisure time visiting with prominent in the trade and taking in local sights. In addition Pat spent considerable time with Bud Parr of General Music, discussing business activities after the war is won.

girl from Texas. At last reports the army was reorganizing its lines for a direct assault . . . The mining region of Idaho, along with the "boot" camp at Bayview, has given A. F. McFee of Wallace a chance to strike a near bonanza. A recent survey of Coeur d' Alene revealed that the average

weekly earnings of workers is \$85.00; like the farmer would say, "That ain't hay."

Add army additions: Operators Buel Hannum and Sammy Eskanzay . . . A breezy gent with a gift o' gab is Jack Watson, Tex Shields' operating partner . . . Coin Row unrolled the Order of Royal Welcome to Portland digger operator Elmer Teahan last month . . . Thar's gold braid on that there sleeve, pardner—Vic Sager, the pride of Missoula, Montana, is now Lieut. Victor Sager, pilot instructor of the world's best navy . . . Sandwiched in between duties with Panoram Distributors, Inc., running arcades at Playland Park, Redondo Beach, and operating a printing shop, were a few morsels of spare time, so Energetic Earl Heroux opened another arcade in White Center.

Word has filtered through the military intelligence grape-vine that Ray Pepple, formerly operating for Joe Hart, is now an army captain somewhere in continental U.S.A. . . . Wilma Larsen, the lass with class at Puget Sound Novelty, hails from a 320 acre ranch in Ellensburg . . . Apparently that main event on the world-wide fight card—Axis versus Allies for the championship of civilization—isn't exciting enough, because two certain phono operators are conducting their own Battle of the Sexes. If there ever was a time when charges of "bumping" spots and ill-feeling in the ranks could be dispensed with, brother—and sister—this is most certainly the time . . . Fred Fields packed his trusty musket and hied off for the wilds of Montana and Idaho, but the powers in the big mansion postponed the pheasant hunting season until November 8, so Fred renewed acquaintances with friends and ignored the feathered critters.

Louis Karnofsky

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Houston

HOUSTON, Texas.—Male personnel of Houston's Decca branch pretty near did an "All Out" enlistment in the Navy. Branch manager J. H. Hart, office manager Harvey Gani, and first counterman Eugene Ward all joined the Navy one day and left for training station together a short time later.

Chas. H. Wentworth of the Oklahoma City Decca branch was made manager of the Houston Branch. K. R. Wright, also of the Oklahoma City branch, was made office manager of the Houston Decca branch. They replaced J. H. Hart and Harvey Gani. New secretary is Miss Lois Patterson.

Harold E. Long, manager of Houston office, Commercial Music Co., enlisted in the U. S. Army Signal Corps and is in training at San Antonio.

Bill Elledge is now manager of the Record Department, Crumpacker Distributing Corp. He replaced A. B. Garza, former manager who went with Southwestern Music in Dallas. Crumpacker is the local wholesale distributor for Columbia and Okeh records.

H. M. Crowe, former manager of R. & A. Distributing Co., and now in the Navy, unexpectedly ran into Buster Ayo, former service manager of R. & A. Distributing Co., also in the Navy. Yes, they did celebrate the occasion.

About October 15th Harold Horton moved from his old location on Louisiana to Leeland Ave., into part of the building of R. & A. Distributing Co. Horton is the head of the firm of Stelle & Horton, and is well known by coinmen over the entire Southwest. He has been Rock-Ola distributor in South Texas and parts of Louisiana for the past several years. Mr. Sale will continue as Horton's office manager.

Joe Day, of Corpus Christi, Texas, bought Stelle & Horton's place on Louisiana Street and opened for business late in October. Day said he would continue with Rock-Ola equipment and service and also carry a stock of other coin-operated machines.

Men with experience repairing coin

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COIN
MACHINE
REVIEW

21

FOR
NOVEMBER
1942

operated devices, especially marble tables and phonographs, are being sought by large city refineries to take training courses and qualify as recording instrument maintenance men. Those highly sensitive recording instruments are in constant operation in all phases of oil refining and instru-

ment service men are among the highest paid.

John G. Wright

Wrigley Net Dips

NEW YORK.—William Wrigley, Jr., Co. reported for the September quarter net profits of \$1,828,341 after charges and provisions for Federal taxes, equal to 94c a share on capital stock, compared with \$2,171,669, or \$1.10 a share in the like 1941 period.

CLEVELAND COIN'S TRADING POST

ARCADE EQUIPMENT

2 Chicago Coin Hockeys.....\$210.00	1 latest type Deluxe Evans	5 non-electric drop picture
20 Ten Strikes, H.D. 65.00	Tommy Gun.....145.00	machines, floor models.....35.00
2 Ten Strikes, L.D. 50.00	1 Ace Bomber.....245.00	10 Drop Picture Machines,
2 1941 Ten Strikes, H.D.....100.00	2 Radio Rifles, 1c with film 65.00	counter type.....25.00
1 1941 Ten Strike, Free	2 Chester Pollard Golf	1 combination Grip and
Play.....125.00	Machines.....85.00	Lung Tester.....75.00
2 Skee-ballettes.....65.00	3 Exhibit Rotary Claws.....135.00	1 Groetchen Skill Jump
2 Batter Ups.....165.00	1 Blow Ball.....125.00	with base.....39.50
10 Batting Practice.....120.00	1 Exhibit Love Tester.....125.00	22 latest 3-way Grippers
2 Texas Leagues.....39.50	1 Exhibit Dragon Shocker.....135.00	with cabinet bases.....45.00
2 new Keep Em Punching.....149.50	2 Mutoscope Magic Fingers.....125.00	5 new Poison the Rats.....32.50
2 Scientific Baseballs.....105.00	6 Deluxe Buckley Diggers.....85.00	5 new Grip Tease.....55.00
5 new Casino Golfs.....55.00	10 Exhibit Iron Claws.....50.00	10 Kicker and Catchers.....20.00
3 Mountain Climbers.....175.00	2 Electro Hoists.....50.00	5 new Home Run Guns.....20.00
2 Deluxe Western Baseballs.....89.50	5 Mutoscope Electric	5 new selective type
2 Blue Cabinet	Diggers.....50.00	GRANDMA Horoscope
Western Baseballs.....75.00	1 Windmill.....15.00	Machines.....125.00
2 World Series.....75.00	2 Drivemobiles.....245.00	1 Name in Headlines outfit.....125.00
2 9-foot Rolla Scores.....75.00	1 Mills Punching Bag.....125.00	3 Watling Fortune Telling
2 9-foot Target Rolls.....95.00	1 Caille Strength Tester.....125.00	Scales.....89.50
2 new Keeney Sub Guns.....245.00	2 Groetchen Metal Typers.....85.00	5 Flippers.....5.00
5 used Keeney Sub Guns.....195.00	6 earlier model Exhibit Post	1 Johnson Automatic.....65.00
3 Rapid Fires.....165.00	Card Venders with light	Changemaker.....9.00
3 Anti-Aircraft Guns.....55.00	up box and base.....35.00	3 new 1c changemakers.....9.00
2 Factory Record, Slap the	15 Electric motor Drop Pic-	3 new 5c changemakers.....9.00
Japs.....125.00	ture Machines, floor	2 Chicken Sams.....95.00
2 Tom Mix Guns.....65.00	models.....45.00	
1 Exhibit Duck Gun.....65.00		

10 Brand New Post Card Machines with Bases, Similar to the Exhibit Post Card Vender \$45.00 each

CONSOLES

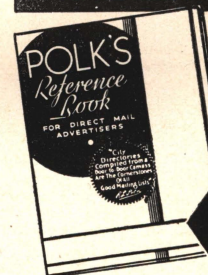
2 High Hands.....\$99.50	2 Sugar Kings.....\$44.00	1 Fast Time, fp.....\$69.50
1 late Baker Paces with	4 Paces Reels, f.p. and	1 5c Royal Draw.....85.00
Jackpot.....225.00	P.O. with rails.....125.00	1 10c Royal Flush.....75.00

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IDEAL NOVELTY COMPANY

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ST. LOUIS, MISSOURI

St. Louis

ST. LOUIS—The Missouri Amusement Machine Association and the Associated Phonograph Owners of St. Louis attended a special meeting at Hotel Melbourne, on Oct. 26, to hear Mr. Mason, Regional Director of the Office of Defense Transportation, explain the proper method to use in filling out the Application for Certificate of War Necessity form for Commercial Vehicles. The presence of Mason at the meeting was arranged by the executive committees of the two groups who were cognizant of the fact that the majority of the coinmen were perplexed by the phraseology of the directive. Here is some of the information required on the form:

1. Total miles driven by each truck, each month in 1941 and 1942.
2. Total gallons of gas used by each truck each month in 1941 and 1942.
3. Number of trips each truck made per month in 1941 and 1942.
4. Number of machines each truck

will carry and the average daily load.

Mason cleared a lot of obscure points for the coinmen and complimented them upon the spirit of patriotic cooperation shown.

Members of the coin machine industry in the St. Louis area have pitched in with a will in helping with the nation-wide collection of scrap metal. Besides scouring their homes and business premises for the much needed scrap they have loaned their trucks and personal services to the com-

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LES LORDEN

2313 W. Pico Blvd., Los Angeles

mittees in charge of the collection. School children Commando groups were formed to get out the scrap and it was with these Commandos that the members of the industry cooperated.

Bill Wilson is remodeling the service shop of the Davies Novelty Co. to include a new department for bingos.

Walter Gummersheimer, sales manager of the Aristocrat Cabinet Co. is working umpteen hours a day introducing the company's new cabinet.

Sam Singer of the Royalty Novelty Co. is looking for a remedy for insomnia. He recently paid off a bet on the ball games amounting to \$187 to Carl Tripp of the Ideal Novelty Co.

McCall Novelty Co. has welcomed into their organization two new servicemen; J. B. Kelley who was formerly with Automatic Vendor Co. Mobile, Ala., and Carl Kolmar, phonograph serviceman from Detroit.

Ely A. Yaffee is the new office manager at Ideal Novelty. Another new addition to the Ideal staff is Hans Bussihan, auditor.

Frank Harris of Dexter, Mo., was among the out of town visitors to St. Louis showrooms in late October.

Erwin Kress, is back in the coin machine business after an absence of three years. He will operate phonos and pin tables.

William Singer, Royal Novelty Co. is fighting in the Air Corps somewhere in the Pacific.

Something of a trend was indicated when the Ideal Novelty Co. purchased two motorcycles for duty on the routes at the same time that Joe Morris was reported having bought an Austin for the same purpose. Conservation of gas, tires, and trucks is the idea.

Harold Brown, Effingham, Ill. operator, visited members of the industry in late October.

Advance Phonograph Corp. report the following personnel changes; Elmer Clark has joined the Army; Lee Gherke left the firm to enter defense work at Curtiss-

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Wright Aircraft; Francis Reiter is a new member of the firm.

Arrow Novelty Co. receives postcards regularly from Tom Kohnen who is stationed in Ireland with the Armed Forces.

Bill Betz of the W. B. Novelty Co. recently returned from a trip to Kansas City where the firm has a branch office.

Bill Farmer, Ideal route manager, is the latest member of the industry to join Uncle Sam's fighting forces. He joined the Navy.
James Prosser

Whose Face Is Red?

LOS ANGELES.—What prominent operator of Southern California was caught nude in the halls of a Hollywood hotel in October?

Seems the individual involved (and we're not offering prizes for identification) had several rounds of drinks, slept awhile, and then decided to visit the bathroom of the suite he was sharing with a friend. In leaving the bathroom he went out the door to the hall and slammed it before he realized he had selected the wrong door. Frantic raps didn't rouse his friend but did awaken two or three other guests which caused said operator to decide to knock no more. Finally, shielding his nude body with a small towel, he got an elevator boy to let him into his own room.

"Do you live here?" asked the bewildered elevator operator. "Hell, what do you think?" responded our embarrassed operator.

Lou Meyers Passes

LOS ANGELES. — Louis Y. Meyers, well known coin machine personality of Chicago and Los Angeles, passed away here October 25th. Death came suddenly as the Meyers' were visiting friends on Sunday evening.

Services were held at the Wee Kirk o' the Heather in Forest Lawn Memorial Park, Glendale, October 27th.

Surviving is the widow, Mrs. Rose Meyers, a son, Buddy, and a daughter, Elaine.

"Lou", as he was commonly known on coin machine row, will be sorely missed for his daily visits to the various jobbing establishments have been a highlight of the coin machine day in Los Angeles for many years past.

* * *

Once a Pullman porter refused to ready a berth for a presidential candidate, because he thought every politician made up his own bunk.

FOR SALE

1 5c Gray Front—3/5 pay— G.A., esq., D.J.P.	\$75.00
1 1c Gray Front—3/5 pay— G.A., esq., D.J.P.	50.00
1 5c War Eagle—2/4 pay— D.J.P., esq.	60.00
1 50c Mills Rock-Ola Front—2/4 pay	50.00
3 5c Mills Rock-Ola Front— 2/4 pay	ea. 30.00
2 5c Mills Pace Front—2/4 pay, D.J.P.	ea. 35.00
2 5c Pace Comet—2/4 pay, esq., D.J.P.	ea. 37.50
3 5c Pace Comet—3/5 pay, esq., D.J.P.	ea. 50.00
2 25c Pace Bantams— 2/4 pay, D.J.P.	ea. 40.00
2 10c Pace Bantams— 2/4 pay, D.J.P.	ea. 40.00
1 1c Pace Bantam—2/4 pay, D.J.P.	35.00

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Scotts Return Home

HUNTSVILLE, Texas.—Mr. and Mrs. Clennan S. Scott of the Scott Novelty Co., have returned to Huntsville from a vacation trip which took them to the West Coast where they visited in Long Beach, Los Angeles, San Francisco, Reno and Salt

Lake City.

It was the first vacation the Scotts have taken in 9 years.

Our idea of a soft job would be assisting a florist to pick the blooms off a century plant.

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Southern California

LOS ANGELES.—The postponement of gas rationing in this area, as announced on November 10th, didn't make any of the coin machine fraternity one bit sorry. Most of the boys have been scratching their noggins plenty, wondering just how they were going to continue to keep up service on their routes. Only time, and a hefty bunch of properly filled out applications for B and C cards, will do the trick.

The help problem continues to be more and more of a problem every day. Every

large operator, and most of the jobbing establishments, have the shingle out for mechanics and the popular greeting on the row seems to be, "Do you know where I can get a serviceman?"

Paul Laymon continues to enthuse every time he shows off the new refurbished games coming through from United Manufacturing in Chicago. During the month

Grand Canyon joined Midway and Sun Valley on Paul's floor.

Jimmy Jones is back at Southwestern Vending Machine Co. after a two week business and pleasure trip through central and northern California.

Recent visitors on coin row included Frank Showalter from down in Orange County, Bill Hogan from Fresno, H. Van Stelton of Whittier, Al Anderson of Balboa, Walter Hillig and Louis Saltee of the Pike Amusement Zone at Long Beach, Archie Freeman of Oceanside, Charles Hildreth of Ventura, Harry Thorne of Burbank, Eddie Seeman of San Bernardino, Art Dawes of San Diego, Charlie Peverly from up Ox-nard way and Lawrence Raya of Colton.

J. P. Seeburg has opened his winter home at Palm Springs.

Sam Tessler, Oakland, visited local coinmen in mid October and compared notes on conditions, equipment available and general trends.

Spike Jones bowled them over when he and his City Slickers played the Pasadena Civic Auditorium recently. Needless to say *Der Fuehrer's Face* stole the show.

George Joyce is now stationed with the Army at Wilmington.

As the result of a recent visit here of Louis Polin, Bill Happel at Badger Sales is shipping considerable equipment to Klamath Falls, Ore. Louie operates a newsstand, confectionery and what-have-you, along with his coin machines.

Jerry Frye, former employee of Badger Novelty in Milwaukee, and now in the Marines, was given a full day party by Bill Happel and Herman Schmidt of Badger Sales when Jerry had a recent Sunday off.

Not all the scales tell the truth, according to a finding of County Sealer of Weights and Measures Charles M. Fuller. In a recent check of 3557 personal weighing scales Fuller said his department found that 1010 needed adjustments to make them function accurately. 580 were found to be out of order and 19 were seized as unfit for use.

Leonard Behrens is preparing to go in the navy soon. Bill Wolfe of Modern Coin has had his physical. Nels Nelson, service

READ THIS—

Out-A-Ways,
California.

Dear Mr. Graham:

I am sending you today, via express, one Vest Pocket Bell. Please work it over and put on all the latest do-dads, and don't forget to perforate (or drill) the coin tube so that I can see the contents of the tube. I find this a great convenience.

Changed conditions will keep me from coming in so often, so will ship hereafter, for I'm certain of fair treatment at your hands and charges are lighter too.

Yours,
A Satisfied Customer.

H. R. GRAHAM

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Citrus 1-1093

ATTENTION OPERATORS!

Due to the War the manufacture of a large number of lamps and fuses has been discontinued. It will pay you to stock up while you can. We carry the largest stock on the West Coast. Come in and see us. 40% discount included in prices listed:

No.	Ea.	Box	No.	Ea.	Box
1484	.35	\$2.10	27	.35	2.10
1488	.52	5.20	82		.78
1133	.19	1.14	89		.90
1323	.27	1.63	93		1.20
1460	.30	1.80	25W	.09	
1141	.25	1.57	60W	.09	
1503	.35	2.10	15W	.09	
1129	.17	1.02	10W	.13	
1458		.90	7 1/2 W	.09	
1456		.60	Projection Lamps	2.00	
1455		.60	1183	.27	1.62
1453		.60			
1457		.90			
1460		1.08			
47	.54	.54			
46	.54	.54			
44	.54	.54			
51	.42	.42			
55	.42	.42			
50	.60	.60			
7	.10	.70			

FUSE PRICES INCLUDING DISCOUNT

1 Amp.	Box of 5	.25	Per 100	\$4.20
2 Amp.	Box of 5	.25	Per 100	4.20
3 Amp.	Box of 5	.25	Per 100	4.20
5 Amp.	Box of 5	.20	Per 100	3.00
6 Amp.	Box of 5	.20	Per 100	3.00
7 1/2 Amp.	Box of 5	.20	Per 100	3.00
10 Amp.	Box of 5	.20	Per 100	3.00
15 Amp.	Box of 5	.20	Per 100	3.00
20 Amp.	Box of 5	.15	Per 100	2.10

ALL TYPES OF ARCADE MACHINES
MARBLE TABLES AT VERY LOWEST PRICES

IF YOU NEED TUBES
—SEE US

FILM FOR
RADIO RIFLES

SOUTHWESTERN VENDING MACHINE CO.

2833 West Pico Blvd.

RO. 1421

Los Angeles, California

supervisor at Mape, was to take his physical as this went to press, and Paul Laymon had his first check over preliminary to military service.

Elmer Smith, Santa Paula operator, has joined the Coast Guards, while John Sachs, San Diego operator, is in the Air Corps serving as an instructor.

Irving Bromberg, who recently closed his jobbing business, is back in New York visiting the spots he used to frequent when he was in the same business there.

Howard Huizing, son of A. Huizing, vending machine operator, has gone to Quantico, Va., to qualify for his commission as a second lieutenant in the Marine Corps.

Bob Reeder of Coin Machine Service, Glendale, can tell some pretty good yarns on working slots at stags. At a recent Eagle shindig the scheduled gals failed to show "as advertised" and the visiting Elks wanted their money back. After filing out orderly and receiving their money, they hit upon the idea of climbing in the windows and filing out again for a second refund. All of which led to a riot with rocks breaking all the windows in the hall and smashing things in general. A few carloads of officers finally restored peace and sent the visiting Elks home.

H. L. Mitchell, former associate editor on THE REVIEW, was sworn into the army on November 7th.

Fred Gaunt has closed his Trojan Novelty Co. on Pico Blvd. and is now holding forth at General Music.

Jane Carico did it again. Yes, Jane made one of her well-known jaunts to San Francisco to see that certain some one. Back at her desk at Jack Gutshall's she is taking a powerful lot of kidding from the boys.

AOLAC is planning to put a service car into operation for the benefit of the membership now that the help situation and pending gas rationing are offering such problems.

Pat Buckley of Buckley Trading Post and Buckley Music Systems, spent some time the first part of November with Bud Parr at General Music, before returning to Chicago.

When Cole Brothers circus played locally, Bob Reeder of Coin Machine Service repaired a few of their slots. The circus carried 10 slots in their privilege car on the circus train.

Complaints have come in to the police department that some of the pictures in local Arcades are not the type of stuff for little boys to look at and as a result the city council has been asked to prepare an ordinance to regulate arcades.

Shelley Radio closed their store at 1841 South Flower on November 13th and will

RECONDITIONED ★ ★	EXCELLENT ★ ★	PAY-OUTS
7 Grand Nationals.....\$115.00 Ea. 2 Western Big Prize (Mult.).....49.50 Ea. 1 Keeney Stepper-Upper.....59.50 1 Keeney Santa Anita, pay-out.....39.50	3 Grand Stands.....85.00 Ea. 1 Sport Page.....65.00 1 Bally Sea Biscuit.....65.00 3 Western Dead Heat (Mult.).....49.50 Ea.	
SPECIAL—		
BRAND NEW ORIGINAL SEALED CRATES MILLS CASHPLAY, FRUIT-REELS JUMBO PARADES \$139.50 EACH		
2 Mills Four Bells, #2305-#2389, Ea. \$395.00 1 Mills Four Bells, #743.....335.00 1 Evans Lucky Stars.....135.00	1 Pace Saratoga (with Rails).....\$110.00 1 Pace Saratoga.....75.00	
WE WILL BUY ★ ★ ANY AMOUNT		
ONE-THIRD DEPOSIT ★ ★ ★ IMMEDIATE SHIPMENT		
THE R. F. VOGT DISTRIBUTORS		
MILNER HOTEL BLDG. SALT LAKE CITY, UTAH		

henceforth serve their customers from their warehouse stock at 645 South Sepulveda in West Los Angeles. Move was necessary because of lack of help.

Jean Minthorne is head over heels in defense work and has several large contracts going through his shops. Jean branched out into defense work a month ago.

Percy Shields is busy as a beaver over El Monte way. On his recently acquired property he is doing all kinds of improving, adding on, subtracting from, and general shifting around.

Petrillo Fight Continued

NEW YORK—In a statement issued October 16, the National Association of Broadcasters revealed its plans for continuing the fight against the American Federation of Musicians recording ban.

"Judge Barnes' decision eliminates, as a practical matter, the possibility that government action under the anti-trust laws will solve the Petrillo problem," said NAB. "Since the decision, however, is based entirely on the Federal statutes, it does not adversely affect litigation in the State Courts. The NAB is informed that transcription companies are considering the bringing of State Court suits which will test out the various questions involved, including, of course, the question of commercial transcriptions, which Petrillo has already admitted do not exercise an adverse effect upon the members of his Union. The NAB, in accordance with plans already made, expects to cooperate in the prosecution of these suits. The highest courts of a number of States have taken positions entirely different from that evidenced in the cases brought under the Federal laws, and it is believed that appropriate suits in State Courts have a substantial chance of success."

Shelley Radio Moves

LOS ANGELES.—The Shelley Radio Co. has moved from 1841 South Flower Street in Los Angeles to 645 South Sepulveda Boulevard in West Los Angeles, where the tube and lamp requirements of their customers will be taken care of from their warehouse stock.

In making the move R. S. Shelley said: "We are moving out to our warehouse because of the shortage of competent help and in an effort to expediate shipments to our customers. Even though our warehouse is located in West Los Angeles our local customers can enjoy our usual prompt service by phoning their orders for delivery via United Parcel. We will continue to carry an ample stock of Ken-Rad tubes and lamps and hope to be able to take care of our customers requirements for the balance of the war."

Treasury Commends Nelson

CHICAGO.—Earlier this year, Jack Nelson, Vice President and General Sales Manager of the Rock-Ola Manufacturing Corp., created the "Ring the Bell for Uncle Sam" Defense Stamp Merchandising idea for Music Operators. The plan has proven to be most successful and in many sections of the country the automatic phonograph in numerous locations is selling 50 to 150 25c stamps every week through use of the idea. As a result Secretary of the Treasury Henry Morgenthau has written Nelson a letter commending him upon the plan.

Now Art Kassel and Bluebird, in tribute to the nation-wide popularity of the idea, have produced a record entitled "Ring the Bell for Uncle Sam." Jack Nelson's name, of course, is on the record. The record number is B11534 and already operators are promoting the disc and report a ready response for patrons in various locations.

COIN
MACHINE
REVIEW

25
FOR
NOVEMBER
1942

NATIONAL SPECIALS — PRICED TO SELL!

ARCADE EQUIPMENT

Bally Rapid Fire.....	\$175.00
Drivemobile.....	225.00
Western Baseball.....	79.50
ABT Jungle Hunt.....	17.50
ABT Fire and Smoke.....	17.50
Gott Triple Grip.....	16.00
Anti-Aircraft, Brown.....	45.00
Shoot the Bull.....	69.50

WURLITZER

850.....	\$445.00
750-E, ES and Adapter.....	375.00
800.....	330.00
500, Piano Keyboard.....	170.00
61, '39 Counter Model.....	69.00
616 Illuminated.....	59.50

Keeney Air Raider.....

Shoot the Chutes.....	185.00
Evans Ten Strike, Hi-Dial.....	129.00
Texas Leaguer.....	69.00
Chicoin Hockey.....	39.00
Batting Practice.....	199.00
Keeney Submarine.....	115.00
Shoot the Jap.....	185.00
Daval Bumper Bowling.....	129.00
	35.00

PHONOGRAPHS

Super Rockalite, Adapter.....	\$225.00
Super Rockalite.....	209.00
Master, Walnut.....	190.00
Deluxe.....	165.00
Standard.....	150.00
Counter Model.....	69.50
MILLS Empress.....	169.50

ROCK-OLA

VALUES! VALUES!

2 Wurlitzer 616's, very clean.....	\$ 65.00
1 5c Melon Bell, serial 431,680	
and 1 10c Melon Bell, serial	
439,256, mechanically perfect.....	ea. 115.00
5 Flying Champs, automatic,	
very clean.....	ea. 195.00
Bally Bull Gun.....	79.50
Exhibit Bowling Game.....	35.00
Deluxe Texas Leaguer.....	49.50
4 Post Card Picture Machines.....	ea. 6.50

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No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles, Calif.

COIN COUNTERS AND WRAPPERS—Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, \$1.25. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

SLOT MACHINES REPAIRED—Have your machines adjusted, tightened, cleaned, and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Avenue, Glendale, Calif. Phone: Citrus 1-1093. (SS-C)

WANTED—Penny Phono Boxes. Any quantity. State lowest price and condition in first letter. BOX 465, COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, California. (N-P)

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6 Column Gum Vendors,
guaranteed

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A route of Music Machines, regardless of size or location. Please list equipment condition, and state best price in first letter. Immediate Cash Ready. BOX 485, COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif. (A-C)

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Deluxe executive office suite at 1113 Venice Boulevard in Los Angeles. Reception room, private office, washroom and store room on first floor; private office with fire place and private bar (10x13) adjacent, connecting private office; both completely carpeted. Ample easy parking. \$60. Inquire 1115 Venice Boulevard, Los Angeles, Calif.

5c SELECTIVE CANDY MACHINES

Reconditioned machines, all kinds, all types. Also 1c peanut and gum vendors. Send for free list today! ADAAR COMPANY, 733 South Euclid Avenue, Oak Park, Illinois. (OND-P)

FOR SALE

60 Jackpot Penny, Nickel, Dime, Quarter Slots, \$19.50 each; lots ten; sample \$22.50; without Jackpots, \$14.50. COLEMAN NOVELTY COMPANY, Rockford, Illinois. (OND-P)

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Northwestern 33's, 39's, Deluxe, Toppers and Esquires, 6 or 8 column Stoner Candy machines. Equipment must be clean and priced right. Submit list of equipment to DAVIDSON BROTHERS, 5109 West Pico Blvd., Los Angeles, Calif. (NDJ-C)

SPECIAL

We have monthly bargains in reconditioned merchandise machines and counter games. Send for free list. Get on our mailing list. CAMEO VENDING, 432 West 42nd, New York City. (UND-C)

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Master Remote Control Unit with Speak-Organ and twelve Wall-O-Matics, \$575.00. MONARCH MUSIC COMPANY, Canon City, Colorado. (N-P)

REBUILT MACHINES

Half-Dollar Jennings Chief, \$225.00; Jennings Century, \$195.00; Pace Allstar Comet, \$195.00. All mystery play. COLEMAN NOVELTY, Rockford, Illinois.

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Arcade Equipment, Pin Games, Consoles, Slots, Guns, Parts and Supplies, etc. OPERATOR'S EXCHANGE, 621 Van Ness, San Francisco, California. (4-43-P)

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Two Penny Arcade Managers. Must be draft exempt. Salary open, Apply, stating experience and references to Post Office Box 1770, Stockton, California. (N-C)

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LATEST MODEL, CENTRAL DELIVERY
U-NEED-A-PAK CIGARETTE MACHINES.
LIMITED STOCK—FIRST COME—FIRST
SERVED!

Net Price

15-Column.....\$125.00

9-Column..... 104.00

7-Column..... 86.50

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USED CIGARETTE MACHINES, ALL
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A. B. T. Big Game Hunters, new or old
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Park, Chicago, Ill. (NDJ-P)

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COIN
MACHINE
REVIEW

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FOR
NOVEMBER
1942



Wurlitzer		616	69.50	Rex	150.00	Buckley Wall Baffles.....	5.50	Buckley Double Mech-anism	31.50
850	\$450.00	412	59.50	Rockola 40, Rookolite	245.00	Illuminated Organette			
800	335.00	P12	34.50	DeLuxe	175.00	Speaker, New	19.50	COMPLETE MUSIC SYSTEM	
750	350.00	Seeburg		Masters	160.00	WALL BOXES		Twin 12 Wurlitzers in	
750E	400.00	High Tone, Remote.	\$410.00	Monarch	112.50	Buckley Illum. Wall		Metal Cabinets with	
750M	375.00	High Tone, Reg.	395.00	Mills Empress	189.50	Boxes	\$ 35.00	Adaptor, Amplifier,	
700	279.50	Colonel, E. S.	300.00	MUSIC SYSTEM EQUIP.		Wurlitzer: Wall Boxes,		Speaker	\$125.00
600	175.00	Envoy, E. S.	252.00	SPEAKERS & CABINETS		No. 100, New	25.00	SUPPLIES	
500	170.00	Majors	225.00	Buckley Zephyr Cabinet,		Wall Boxes, No. 125.	39.50	New Buckley Needles...	.30
500A	180.00	Classic Slug Ejector.	175.00	Wurlitzer	\$ 11.25	STEEL CABINETS		Perforated Program Strips,	
214	120.00	Vogue	155.00	Buckley Tone Tower,		Buckley Single Mech-anism	\$ 27.50	Ver. M. Sheets	3.00
71	119.50	Regal	144.50	New	69.50			Buckley 275's Bulbs for	1.20
61	79.50	Gem	137.50					Wall Boxes	for 12

Name	Holes	Style	Price	Name	Holes	Style	Price
Big Sport	1288	5c Thick	\$4.18	Dough Barrel	1080	5c Thick BC	\$4.29
Charmer	1288	5c	4.04	Duke Mixture	1050 (jumbo)	5c Semi-thick	3.38
Cocoanuts	1600	25c Ex. Thick	7.16	Easy Money	1500	5c Thin (Definite)	3.38
Combination Symbols	1060 (jumbo)	5c Thick	3.43	Forward Pass	1280	5c Semi-thick	4.14
Derby Day	1056	5c Ex. Thick	4.04				

Three-Way Grip (with Floor Cabinet)	\$ 52.50	Chicken Sam	86.50	Keeney Air Raider	172.50	Mutoscope Sky Fighter	219.50
Bally Bull's Eye	79.50	Jail Bird	95.00	Keeney Anti-Aircraft	45.00	Pikes Peak	12.50
Bally Rapid Fire	165.00	Gottlieb Single Gripper	7.50	Keeney Submarine	220.00	Rockola World's Series	65.00
Baker Bomb Hit	9.50	Gottlieb Triple Gripper	14.50	Keep Punching	150.00	Shoot the Chutes	92.50
		Jungle Dodger	50.00	Mills Punching Bag	95.00	Test Pilot	210.00

CONSOLES			Mills Three Bells		PHONOGRAPHS		ARCADE MACHINES		Rockola World's Series	
Buckley Track	Odds—All Models		COIN MACHINES		Wurlitzer Phonographs	Kirk Night Bomber			Texas League	
Keeney Super	Bells—2 Way 5c		Mills Bonus Bells		Wurlitzer 600	Bally Rapid Fire			Gottlieb Grippers	
and 25c			Mills Brown Fronts—5c, 10c, 25c		Wurlitzer Wall Boxes	Mutoscope Sky Fighter			Wurlitzer Skee Balls	
Keeney Super	Bells—2 Way 5c		Mills Yellow Fronts—3-5 Payout		Packed Waxed Boxes	Mutoscope Ace Bomber			Western Baseball	
and 5c			Mills Gold Chromes		Wurlitzer 30 Wire Boxes	Mills Bag Punchers				
Keeney Super	Bells—4 Way		Mills Emerald Chromes		Betty Telephone Boxes	Mutoscope Bag Punchers				
					Scales—All Makes & Models	Chicken Sams			ABT Aeromatic Shoot. Gallery	

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Mills Three Bells, New.....	575.00	Keeney Super Bells, 2-Way,		Mills Jumbo, F.P.....	67.50	Buckley Seven Bells, 7 Coins.....	700.00
Mills Three Bells.....	445.00	5 & 5c.....	275.00	Watling Big Game, F.P.....	74.50	Buckley Long Shot Parlay,	
Mills Four Bells.....	292.50	Keeney Super Bells, 2-Way,		Buckley Daily Double Tr. Odds	500.00	7 Coins	700.00
		5 & 25c.....	287.50				

MILLS		Brown Front Club.....	112.50	Smoker Bell	35.00	JENNINGS		25c Rockets	100.00
Gold Chrome Bells, 5c.....	\$212.50	Bonus Bell, 5c, New.....	215.00	Vest Pocket Bell, JP, ...		5c Chief J.P. Bell.....	67.50	10c Comet B.F. Bell	60.00
Gold Chrome Bells, 10c.....	217.50	Bonus Bell, 5c, Rebuilt.....	179.50	New	52.50	5c Silver Chief.....	94.50	WATLING	
Gold Chrome Bells, 25c.....	222.50	Yellow Front, 3-5 5c.....	62.50	Vest Pocket Bell, Blue		PACE		5c Rolatop 2-4 P.O.....	\$ 35.00
Blue Fronts, 5c, Serials		Yellow Front, 3-5 10c.....	67.50	& Gold	36.50	Comet Front Vender.....	\$ 42.50	10c Rolatop 2-4 P.O.....	35.00
400,000.....	99.50	Q.T. Bell	42.50			25c Comet B.F. Bell.....	60.00	25c Rolatop, Late	72.50
Melon Bells, 5-10-25c.....	96.00					5c Double J.P.	25.00		

Genco		Belle Hop	29.50	Show Boat	37.50	Zombie	27.50	KEENEY	
Argentine	\$39.50	Champ	35.00	Snappy	45.00	Do-Re-Mi	37.50	Clover	\$59.50
Big Chief	27.50	Five and Ten	79.50	Sport Parade	30.00	BALLY			Four Diamonds
Blondie	20.00	Gold Star	25.00	Star Attraction	39.50	Attention	\$24.50	Repeater	39.50
Bosco	48.50	Horoscope	39.50	Stratoliner	24.50	Broadcast	24.50	Sky Ray	32.50
Captain Kidd	45.00	Miami Beach	29.50	Venus	60.00	Crossline	22.50	Towers	47.50
Defense	86.50	New Champ	45.00	EXHIBIT				Twin Six	42.50
Four Roses	39.50	School Days	24.50	Air Circus	\$87.50	Defense, New Model	79.50	Velvet	21.50
Gun Club	54.50	Sea Hawk	30.00	Big Parade	79.50	Eureka	32.50	Wildfire	28.00
High Hat	39.50	Sport Parade	30.00	Double Play	30.00	Favorite	25.00	BAKER	
Jungle	49.50	Spot-A-Card	48.50	Duplex	30.00	Flicker	24.50	Big Ten	\$22.50
Metro	23.50	Spot Pool	42.50	Knock Out	75.00	Fleet	25.00	Defense	20.00
Seven-Up	32.50	Texas Mustang	47.50	Leader	27.50	Grand National	79.50	Doughboy	17.50
South Paw	49.50	CHI-COIN			Monicker	Grand Stand	65.00	Salute	22.50
Ten Spot	39.50	All American	\$22.50	Sky Blazer	49.50	Monicker	64.50	SUCCESS	
Victory	75.00	Bolo-Wal	30.00	Spot Pool	55.00	Plan America	37.50	League Leader	\$25.00
Zig Zag	39.50	Legionnaire	32.50	Silver	34.00	Silver	34.00	MISCELLANEOUS	
GOTTlieb		Major '41	39.50	Sun Beam	30.00	Sport Pages	49.50	Anabel	\$19.50
A.B.C. Bowler	\$37.50	Polo	18.50	West Wind	45.00	Thistledown	49.50	Destroyer	99.50
				Wings	19.50	Triumph	16.50		

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... *T*ODAY, with the Gas Rationing, Tire Shortages, and other stringent restrictions the Music Operator has his biggest opportunity to show his mettle and patriotism. Naturally the going will be tough for awhile until your operations are adjusted to the new scheme of things, but you must remember that the going has been tough for the boys on Bataan, the lads at Midway and Wake, and the chaps now fighting our cause in the Solomons and northern Africa.

Remember the Words of Wisdom Garibaldi uttered to his Roman soldiers:

"SOLDIERS, WHAT I HAVE TO OFFER YOU IS FATIGUE, DANGER, STRUGGLE AND DEATH: THE CHILL OF THE COLD NIGHT IN THE FREE AIR, AND HEAT UNDER THE BURNING SUN: NO LODGINGS, NO MUNITIONS, NO PROVISIONS, BUT FORCED MARCHES, DANGEROUS WATCHPOSTS AND THE CONTINUED STRUGGLE WITH THE BAYONET AGAINST BATTERIES—THOSE WHO LOVE FREEDOM AND THEIR COUNTRY MAY FOLLOW ME!"

Under current conditions Music Men have another chance to participate to the maximum in the present emergency by keeping their equipment in the very best condition possible, to handle service calls and complaints cheerfully and understandingly without berating and ridiculing existing rationing programs, and to convince all that we are doing our best to carry on with MUSIC FOR MORALE for the duration of the war.

To that goal General Music pledges its undivided support. We shall be happy to assist you in every way possible to maintain your operations under these unusual conditions.

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WILLIAM CORCORAN • *Pacific Coast District Manager
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